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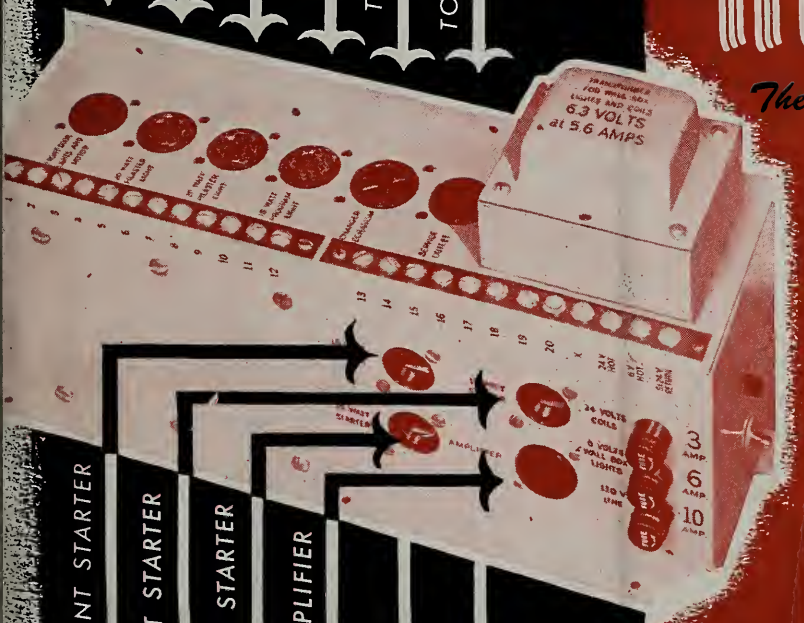
Oct. 6- Dec. 27, 1947

THE CASH BOX

THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY

Vol. 9, No. 2
WEEK OF
OCT. 6, 1947

TO FRONT DOOR LIGHTS AND MOTOR
TO 20 WATT PILASTER LIGHT
TO 20 WATT PILASTER LIGHT
TO 15 WATT PROGRAM LIGHT
TO CHANGER MECHANISM
TO SERVICE OUTLET



TO 15 WATT FLUORESCENT STARTER
TO 15 WATT FLUORESCENT STARTER
TO AMPLIFIER
TO 15 WATT FLUORESCENT STARTER

For Easier Servicing and Greater Operating Efficiency—

all lines lead to the Rock-ola
ELECTRONIC NERVE CENTER
The New Electric Distribution Panel

ROCK-OLA

The Phonograph That Sells Music

RMC

ROCK-OLA MANUFACTURING CORP. 800 N. Kedzie Ave. Chicago 51, Illinois

If it's a Mills, I always play it—

that's real music!

The public prefers

THE MILLS CONSTELLATION

The coin box concurs

Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois

NEEDED... LEADERSHIP

Thruout all industry, not only the coin machine industry, there is a cry reaching high into the heavens, for leadership.

There must again step forward bold and courageous men with great vision and foresight to lead all American business out of the entanglements engendered by this past war.

So far, no leader has appeared. The coin machine industry is suffering from lack of leadership. It needs and requires someone of bold courage to step forward and to point the way for all the trade.

It needs someone who has foresight and vision; who can quickly and decisively split the wheat from the chaff and show the members of this trade the course they must follow for the coming months, and even for the coming years.

This leadership is lacking because, it seems, few are adjusting themselves correctly to this new business era.

Reproduction of one type of equipment continually to a trade which hasn't yet come out of the morass of its first bold purchasing as the war ended, will not bring about prosperity. It will not bring about that bold, driving spirit, which made this industry so outstanding and so recognized among all other fields.

It doesn't require a depression, as some state, to zoom this field to new highs. It requires, more than anything else, leadership.

Whether it be man or organization, whether it be individuals in their own rights, or whether combinations of such individuals, leadership is sorely needed.

This leadership can help readjust the entire business procedure of this field and can also help to bring postwar equipment which will change all present operational tactics so that the field can go on ahead as it did in the past, and know that it is definitely moving forward, not standing still, not slipping backward.

Perhaps it is some inventor, some engineer, some outspoken bold and courageous member of the industry, but, whoever it is, he must appear on the scene today with boldness, with courage, with intelligence, with stimulation, with grand technique — to move this industry forward at the fastest pace it has ever moved. And this must happen very, very soon.

There is a crying need for leadership. Men everywhere in this field, in fact, in all American business, seek the leadership which will show them the new path to tomorrow. This is so desperately needed that it has become fully reflected in the efforts of everyone in this, and in all other, business.

If there be such an individual in this industry — this is the time for him to step forward. This is the time for him to point the way. This is the time for him to assume his rightful mantle. He will be the one who will be followed by the members of this trade who desperately seek leadership to show them the correct path ahead.

THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

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5¢ EQUALS 1¢

5¢ Chute Today Same as 1¢ Chute Pre-War. Ops Must Use New Commission Methods to Up Take. Old Horse & Buggy Systems Must Be Discarded to Assure Continued Profitable Future.

CHICAGO — Every operator in the nation today realizes. that more than any other factor, inflation has cut his profits to the bone and that, to overcome certain loss. he must immediately change his present operating and commission methods.

For five years *The Cash Box* has urged operators to change their commission basis so that they would be able to meet each step of this new higher costs era. There were some who immediately jumped to the fore and followed the plans as they were introduced by *The Cash Box*. These are the men who are today continuing forward in a more profitable fashion than are their fellow operators.

But, even these men now find that they are up against a stone wall because of over 200% increase in costs of all parts, supplies, materials, overhead expense and. especially, in the price of the new equipment which is now being produced.

Everywhere in the country coinmen are now seeking "the answer" to this problem. One method and another has been proposed. Everyone has come to the fore with some suggestions, but, as yet, none have found "the answer."

Lowering the present prices of machines, even if this were possible in these high priced labor and materials times. would still not be "the answer" in itself. Cutting down on labor cost, on overhead. and also eliminating locations where the averages are extremely low. is not "the answer."

The fact is that today the 5c coin chute is practically the same as the pre-war 1c chute. In present inflated money—5c equals 1c. It would be necessary to raise commission percentages to an extremely high level, than the present 50%-50% to make up the differential. And this would necessitate such a raise that most of the location owners wouldn't care very much for the equipment they now feature.

The one and only answer which can be foreseen at this time by many noted juke box and amusement coinmen is a turnabout in keeping with the method of operation now current in the automatic merchandising field. Automatic merchants have gradually stepped up their commission percentage. They have eliminated payment on the spot (while in the location collecting) of any commission whatsover. They have adopted a system of collecting the complete monies from the machines and, at the end of the month, mailing a check to the location for whatever commission is due the location owner.

This now also seems to be the best method to adopt in the automatic music and amusement fields, at least for the average locations. Those who opposed any change in commission methods will find, in the long run, just as did the automatic merchants, that they must change to a more sound commission collection and payment method and that this is the one and only method which can overcome the use of the 5c (penny) coin chute at this time.

Whatever arguments there may have been, or are, at this time against the use of a 10c coin chute should today be forgotten. Wherever the operator can use a 10c chute he should do so, if he desires to show a profit from the equipment he operates. It is a well known fact that the American public is so accustomed to the nickel-in-the-slot habit that it would meet with resentment in certain territories. But, on the average, there are enough spots in the usual routes to profitably feature 10c play.

As one noted music machine manufacturer stated a few weeks ago, "The real answer, if it were at all possible, and if the operators continue paying right-on-the-spot commissions to their locations, would be two plays for 25c."

He only made this comment from the standpoint that overhead expense and costs have risen to a point that this is the most important coin (the quarter) as far as the coin machine operator is concerned.

As he also said, "The quarter is actually the nickel of yesterday".

But, the average operator cannot see his equipment jumping to 10c, and certainly not to two plays for 25c at this time. Therefore, to meet and overcome the fact that the 5c coin chute of today is no more profitable than the 1c coin chute of yesterday—he must change his entire commission method.

The one and only suggestion which seems to meet with great approval was presented by *The Cash Box* many, many months ago. That is to obtain $15 per week front money guarantee from each and every location. This would help tremendously.

There is no doubt that with the locations which feature old equipment, and those which feature brand new machines being averaged off on a $15 per week front money guarantee, that the operator can begin to once again see good profits ahead of him.

This would mean that the operators of music and amusement equipment must become real salesmen and "sell" their locations on the fact that they are giving them an unusually fine and stimulating business accessory which is of tremendous value to them. Only after solidly and completely selling the location owner on this fact can the operator then appeal or demand the $15 per week front money guarantee.

There are outstanding coinmen thruout the country who claim that even if they did obtain a $15 per week front money guarantee that this wouldn't be enough to cover the continued rising overhead expense, costs of parts, supplies, trucks, tires, rent and a myriad of other items necessary to successful operation, not to speak of labor's wages and prices of machines themselves.

These men agree with *The Cash Box* that the commission method best suited to the entire automatic music and amusement industry at this time is the same as being used by the automatic merchandising machines division of the trade. That is to collect in full each and every week and then send the location owner his check for his share of the intake from the machine or machines in his place of business.

They feel that by using this method they can, first—remove overhead expense, and second—split the difference between the location and themselves. In the overhead expense chart they also include the location's overhead, whatever that will amount to and, in this way, they report, there will then be an absolutely fair and equitable division of the intake from automatic music and amusement machines on every location.

Few location owners, if properly and correctly sold on such an idea, would argue the point that a real partnership consists of, first: removing whatever expense has been incurred and, second: splitting whatever profits have been made after the expense has first been removed.

As long, then, as the operator remembers that because of general inflationary conditions now prevalent thruout the nation, that his 5c chute is no different from the prewar 1c coin chute, he can base his planning for a better commssion setup from there on in.

He should arrange to split his profits 50-50 with the location owner But, only after all expense has been removed. Then, if there is profit, both he and the location owner will enjoy whatever it is. His books as to what his overhead expense is, as well as whatever expense is incurred by the location owner giving up space and electricity to the machine should be taken into consideration first, and these books should be open to inspection of either "partner"—the operator and the location.

Then with the overhead expense removed—the difference can be split on a 50-50 basis. But, this will require that the operator remove the entire collection and adjust the correct profit payment in his own offices exactly as the automatic merchandising machine operators are doing at this time.

This may be the answer. There certainly is no operator in the nation who would even dream of changing his 5c coin chute to a 1c coin chute. But, whether he likes it or not—that's just exactly what his 5c coin chute, because of the inflationary era, has become.

And to readjust his operating setup he must change his methods of paying commissions to assure himself a decent profit from the investment he has made in equipment, labor and materials, to bring the location owners the profits he is bringing them at this time.

There is no doubt that the one man who is today profiting from automatic equipment of every kind is the location—not the operator, and the operator should obtain his rightful share as a real partner of the location owner—not just the man who brings the location owner profits and does not profit from his own investment himself.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.

OPS BOIL AS NEW BLOOD RAISES HELL WITH LOCATIONS

Offer as Much as 75% Commission to Locations. Pay From $100 to $500 or Give First 2, 3 or 4 Weeks' Take to Get Spots.

NEW YORK — Reports have continued to arrive at an alarming rate advising that almost everywhere in the nation there is new blood entering into the business not properly educated to what is required of coin machine operating to derive profits.

For example, one operator reports, "We are up against it here with a new operator making the rounds of everyone of the best locations and offering as much as 75% commission to the location owners to get the spots. We know that he can't make out on this basis", the op continues, "but we also realize that this is absolutely damaging to us and that, in the long run, it will mean loss of revenue for many months to come until he is wiped out, his machines sold off, and he out of the business.

"There is no reason for this," he says, "for whoever sold him the machines should have told him what is required to make operating machines a profitable busines. How can anyone these days work on 25% commission? I don't care if it's the best location in the whole wide world, no operator can come out with any profit on 25% commission from the machine.

"This sort of thing must stop. It's not only hurting us here, but, it's sure to spread. In the end, this guy will be out of business. But, while he's in it plenty of us are going to suffer for sometime and it will take us months to get our locations back to where we had them originally."

Another leading coinman reported, "We have been calling the boys together here and have been discussing the fact that we should all get at least $15 per week front money guarantee. There are still a few here who are holding out. But, even they realize that we must all get some sort of guarantee to assure us some profit.

"Now, one of the distributors here has sold a new man machines. The result is that this man is covering the entire territory and offering anywhere from $100 to $500 to get a spot and if that doesn't work he offers 2, 3 or even 4 or more weeks take to the location owner.

"How can we", this coinman continues, "go on in this business progressively when we are faced with this sort of action against us. We all buy from this distributor and we would sure like to buy more than we are at this time. But, we are up against a financial condition due to the fact that we aren't getting our equitable share from the collections.

We are trying to first adjust our commission setups so that we can buy more and can go on ahead profitably in business.

"What we can't understand", he continues, "is how someone can tell a new man that he can eventually make out if he gives a location $500 in addition to his operating overhead expense, the cost of the machine and parts and supplies. This distributor must realize, just as we do, that even if this man were many times over a millionaire, he still would want to see some profit coming from his investment, even if he is willing to take loss after loss for the first year.

"Eventually", he states, "this man wants to see some percentage of profit on his investment and he also knows that new machines are going to come out which will allow us to cut into him just as he cut into us at this time.

These ops who are faced with this sort of competition are not taking it laying down. They are planning ahead to quickly kill off such new operators and already in some territories old time ops have come together and pooled new equipment which is placed against such men on locations with all take going to the location owners. They have continued this old plan from years gone by and find that gradually these new ops jump out of the territory for they cannot stand up against this sort of competition.

In some cases ops have demanded location agreements be signed by all location owners and where such agreements will not be signed have dropped the locations down to lower level spots until they do sign with them. The one and only way to overcome such ugly competition at a time when the entire industry is fighting itself out of a slump, is for the leaders in the trade to arrange for an educational program which will assure whatever new blood that enters the field complete consideration and eventual profits.

The new man is up against a myriad of problems entering into the coin machine industry today. In the first place he must face competition of experienced old time ops who have long knowledge of the locations in the territory and know just how to work with them. In the second place they have a very close and inner understanding of what equipment will earn most on all locations. They also know angles which take years to develop. And, in addition to all this, the new blood today must invest thousands, where formerly they could invest hundreds.

All these obstacles piled up against new blood make a pretty formidable hurdle to jump. Finance charges, payments, cost of equipment, operating overhead expense, cost of parts and supplies, and so many, many more costs which come along are all added to the operating of coin machines today, which makes new blood very doubtful of success.

But, if the trade wants and needs this new blood, then it should arrange to properly educate it so that it will enter into the business in a fashion which will act as a better business barometer for all in the field and which will make oldtimers follow this new blood to greater profit achievement.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.

HERE'S HOW

TO HELP YOURSELF TO HELP THE DAMON RUNYON MEMORIAL CANCER FUND

1 DECIDE ON THE DAY OR DAYS WHEN YOU WILL GIVE ALL OR PART OF THE PROCEEDS FROM YOUR MACHINES TO THE DAMON RUNYON MEMORIAL CANCER FUND.

2 WRITE TO JAMES T. MANGAN, DIRECTOR, PUBLIC RELATIONS BUREAU, COIN MACHINE INDUSTRIES, INC., 134 NORTH LA SALLE ST., CHICAGO 1, ILL., TO SEND YOU ALL THE BANNERS, PLACARDS, PASTERS, CARDS AND OTHER MATERIAL TO ATTACH TO YOUR MACHINES AS WELL AS TO HANG UP IN YOUR LOCATIONS.

3 HAVE SIGNS MADE FOR ALL YOUR TRUCKS AND CARS ANNOUNCING THE DAY OR DAYS WHEN THE PUBLIC'S PLAY WILL BE FOR THE DAMON RUNYON MEMORIAL CANCER FUND. ADVISE YOUR LOCATION OWNERS WELL IN ADVANCE SO THAT THEY, TOO, MAY SPREAD THE WORD.

4 PHONE YOUR LOCAL NEWSPAPER EDITOR AND TELL HIM ABOUT THE DAY OR DAYS YOU HAVE SET WHEN ALL THE PROCEEDS FROM YOUR MACHINES WILL GO TO THE DAMON RUNYON MEMORIAL CANCER FUND AND ALSO ADVISE HIM THAT ALL THE REST OF THE COIN MACHINE INDUSTRY IS DOING THE SAME. ALSO BE SURE TO PHONE THE NEWS COMMENTATORS OF YOUR LOCAL RADIO STATIONS AND GIVE THEM THE DATA.

5 IF YOU CAN — BUY ADS OF OUTSTANDING SIZE IN YOUR LOCAL NEWSPAPERS AS WELL AS SPOT ANNOUNCEMENTS OF YOUR LOCAL RADIO STATION — FOR TWO OR THREE DAYS IN ADVANCE OF THE DAY OR DAYS YOU HAVE SET.

YOU'LL FEEL LIKE A MILLION DOLLARS WHEN YOU MAKE YOUR DONATION!!

FIRST VOTE RETURNS

First Cards Show Voting Trend. Hundreds of Cards Yet to be Counted. All Juke Box Ops Urged to Vote Quick!

BEST RECORD OF 1947

"PEG O' MY HEART", Harmonicats	26,321
"HEARTACHES", Ted Weems	11,440
"ANNIVERSARY SONG", Al Jolson	6,621
"NEAR YOU", Francis Craig	4,705
"THAT'S MY DESIRE", Frankie Laine	3,563
"MAMSELLE" Art Lund	500

BEST ORCHESTRA OF 1947

EDDY HOWARD	37,423	CLAUDE THORNHILL	4,587
FREDDY MARTIN	6,603	FRANKIE CARLE	4,558
VAUGHN MONROE	6,364	TED WEEMS	3,054
GUY LOMBARDO	5,921	TEX BENEKE	2,342
STAN KENTON	5,782	JOHNNY LONG	1,041
HARRY JAMES	5,591	BENNY GOODMAN	827
SAMMY KAYE	4,718	TOMMY DORSEY	321
		JIMMY DORSEY	258

BEST FEMALE VOCALIST OF 1947

JO STAFFORD	12,367	MARTHA TILTON	1,830
MARGARET WHITING	6,600	MONICA LEWIS	721
DINAH SHORE	6,452	FRAN WARREN	638
ELLA FITZGERALD	6,150	FRANCEY LANE	495
		PEGGY LEE	2,100

BEST MALE VOCALIST OF 1947

PERRY COMO	37,921	FRANKIE LAINE	3,451
BING CROSBY	6,285	FRANK SINATRA	2,287
ART LUND	3,747	TONY MARTIN	821
		PHIL BRITO	645

BEST FEMALE VOCAL COMBINATION OF 1947

ANDREWS SISTERS	13,311
DINNING SISTERS	2,291
MURPHY SISTERS	1,847

BEST MALE VOCAL COMBINATION OF 1947

INK SPOTS	18,917
MILLS BROS.	14,892
THE RAVENS	6,118
KING COLE TRIO	5,952
THREE SUNS	3,641
THE VAGABONDS	1,367

BEST "HILLBILLY" RECORD OF 1947

"WABASH CANON", Jimmy Dale	9,318
"RAINBOW AT MIDNIGHT", Ernest Tubb	6,281
"FEUDIN' & FIGHTIN' ", Dorothy Shay	5,974
"WHAT IS LIFE WITHOUT LOVE", Eddy Arnold	5,593
"IT'S A SIN", Eddy Arnold	4,954
"I'LL HOLD YOU IN MY HEART", Eddy Arnold	2,661
"TIM TAYSHUN", Stafford-Ingle	500

BEST "WESTERN" RECORD OF 1947

"SMOKE, SMOKE, SMOKE", Tex Williams	11,281
"MY ADOBE HACIENDA", Dinning Sisters	632
"MOVE IT ON OVER", Hank Williams	500
"RAGTIME COWBOY JOE", Eddy Howard	496
"BLUE TAIL FLY", Eddy Howard	357

BEST "RACE" RECORD OF 1947

"DON'T YOU THINK I OUGHTA KNOW", Bill Johnson	10,952
"I WANT TO BE LOVED", Savannah Churchill	8,962
"OLD MAN RIVER", The Ravens	7,119
"OPEN THE DOOR RICHARD", Jack McVea	2,940
"TANYA", Joe Liggins	757
"HURRY ON DOWN", Nellie Lutcher	500
"OLD MAID BOOGIE", Eddie Vinson	497

IMPORTANT

FILL OUT AND MAIL THE ENCLOSED PREPAID VOTING POSTCARD TODAY! HELP YOUR BEST ARTISTS GO OVER THE TOP! WRITE NOW!

USE THIS PREPAID POSTCARD TO VOTE FOR YOUR BEST MONEY-MAKING RECORDS AND YOUR MOST OUTSTANDING RECORDING ARTISTS OF 1947

MY BEST MONEY-MAKING RECORD FOR 1947 WAS—

(NAME OF RECORD HERE) (NAME OF ARTIST HERE)

BEST ORCHESTRA FOR '47_____

BEST FEMALE VOCALIST FOR '47_____

BEST MALE VOCALIST FOR '47_____

BEST FEMALE VOCAL COMBINATION FOR '47_____

BEST MALE VOCAL COMBINATION FOR '47_____

BEST "HILLBILLY" RECORD FOR '47_____

BEST "WESTERN" RECORD FOR '47_____

BEST "RACE" RECORD FOR '47_____

BEST "FOREIGN" RECORD FOR '47_____

NOTICE: Be Sure to Include Name of Artist on All Records Listed!

IMPORTANT

EACH JUKE BOX YOU OWN COUNTS FOR ONE VOTE. EACH WALL OR BAR BOX YOU OWN COUNTS FOR ONE VOTE. EACH WIRED TELEPHONE MUSIC SHELL OR MIRRORED CABINET YOU OWN COUNTS FOR ONE VOTE. EACH NON-SELECTIVE (Personal, Solotone, Etc.) MUSIC BOX YOU OWN COUNTS FOR ONE VOTE. BE SURE TO LIST THE COMPLETE NUMBER OF UNITS YOU OWN INDIVIDUALLY ON THE BOTTOM OF THIS CARD TO GIVE THE RECORDS AND ARTISTS YOU CHOOSE FULL CREDIT. THESE CARDS ARE CONFIDENTIAL. INDIVIDUAL FIGURES ARE NOT REVEALED.

NAME_____

FIRM _____

ADDRESS _____

CITY_____ STATE_____

GET YOUR VOTES HERE

I operate the following number of Juke Boxes_____; Wall and Bar Boxes____; Non-Selective (Personal, Solotone, Etc.) Boxes_____; Wired Telephone Music Shells_____;

TOTAL NUMBER_____ARE YOUR VOTES!

Postage Will be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT No. 43309, SEC. 510, P. L. & R., NEW YORK, N. Y.

THE CASH BOX

381 FOURTH AVENUE

NEW YORK (16), N. Y.

YOUR VOTES

"Oscars" will be awarded by The Cash Box to winning records and artists in behalf of America's Juke Box owners.

DECIDE THE WINNERS

IN THE SECOND ANNUAL POLL OF THE AUTOMATIC MUSIC INDUSTRY OF AMERICA TO CHOOSE THE BEST RECORDS AND RECORDING ARTISTS OF 1947

VOTE TODAY!

FILL OUT THE ENCLOSED PREPAID POST CARD AND MAIL TODAY. JUKE BOX LEADERS THRUOUT THE NATION URGE OPERATORS TO VOTE IN THIS "OFFICIAL" SECOND ANNUAL POLL WHICH "THE CASH BOX" *(The Official Magazine of the Juke Box Industry)* WAS *EXCLUSIVELY CHOSEN* TO CONDUCT. YOUR VOTES AND *YOUR VOTES ONLY* DECIDE THE WINNERS. *EVERY VOTE IS A BOOST FOR YOUR FAVORITE RECORDING ARTISTS!*

The Nation's TOP TEN Juke Box Tunes

The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.

AL—ALADDIN
AP—APOLLO
AR—ARISTOCRAT
BU—BULLET
BW—BLACK & WHITE
CA—CAPITOL
CN—CONTINENTAL
CO—COLUMBIA
CS—COAST
DE—DECCA
DEL—DELUXE
EX—EXCLUSIVE
JB—JUKE BOX
KI—KING
MA—MAJESTIC
ME—MERCURY
MG—M-G-M
MN—MANOR
MO—MODERN MUSIC
MU—MUSICRAFT
NA—NATIONAL
QU—QUEEN
RA—RAINBOW
SI—SIGNATURE
SO—SONORA
ST—STERLING
SW—SWANK
TO—TOP
TR—TRILON
UA—UNITED ARTIST
UN—UNIVERSAL
VI—VICTOR
VT—VITACOUSTIC

1 NEAR YOU

Operators from coast to coast are using this tune with loads of coin rolling in.

BU-1001—Francis Craig
CA-452—Alvino Rey O.
CO-37838—Elliot Lawrence O.
DE-24171—Andrews Sisters
MA-7263—Victor Lombardo O
ME-5066—Two Ton Baker O.
RA-10025—The Auditones
SA-657—Four Bars & A Melody
ST-3001—Dolores Brown
VI-20-2421—Larry Green O.

2 I WISH I DIDN'T LOVE YOU SO

In third place last week, this plug ditty moves up one notch much to the delight of a host of music ops.

CA-409—Betty Hutton
CO-37506—Dinah Shore
DE-23977—Dick Haymes
MA-7225—Dick Farney
MG-10040—Helen Forrest
VI-20-2294—Vaughn Monroe

3 THE LADY FROM 29 PALMS

Steadily featured as one of the top songs of the day, this ditty continues to rise.

CO-37562—Tony Pastor O.
DE-23976—Andrews Sisters
VI-20-2347—Freddy Martin O.
VT—Henri Busse O.

4 THAT'S MY DESIRE

Heavy demand from the mid-west and the south boom this tune again into the number four slot.

AP-1056—Curtis Lewis Trio
CA-395—Martha Tilton
CN-6048—Golden Arrow Quartet
CO-37329—Woody Herman
DE-23866—Ella Fitzgerald
ME-5007—Frankie Laine
MG-10020—Art Mooney
MN-1064—The Cats & The Fiddle
MO-147—Hadda Brooks
SO-2019—Ray Anthony O.
VI-20-2251—Sammy Kaye

5 SMOKE, SMOKE, SMOKE

The continued demand for tune has music operators seeking high and wide for records.

CA-40001—Tex Williams
DE-24113—Lawrence Welk Orch.
VI-20-2370—Phil Harris

6 PEG O' MY HEART

In second place last week this plug ditty drops into sixth spot here. Ops still report heavy play.

AL-537—Al Gayle Harmonicords
CA-346—Clark Dennis
CO-37392—Buddy Clark
DE-25075—Glenn Miller O.
DE-23960—Eddy Heywood O.
DE-25076—Phil Regan
DEL-1080—Ted Martin
MA-7238—Danny O'Neil
ME-5052—Ted Weems
MG-10037—Art Lund
NA-9027—Red McKenzie
SI-15119—Floyd Sherman
VI-20-2272—The Three Suns
VT-1—The Harmonicats

7 I WONDER WHO'S KISSING HER NOW

In eighth place last week, this flicker tune maintains its hold as one of the nation's top tunes.

AP-1055—Four Vagabonds
CA-433—Dinning Sisters
CO-37544—Ray Noble O.
CS-8002—Jack McLean O.
DE-24110—Danny Kaye
DE-25078—Ted Weems
DE-1512—Dick Robertson O.
DEL-1036—Joe Howard
DI-2082—Jerry Cooper
MA-6013—Foy Willing
RA-10002—Marshall Young
SI-15057—Bobby Doyle
SO-2012—D'Artega O.
VI-25-0101—Jean Sablon
VI-20-2315—Perry Como
VI-26-329—Wayne King O.

8 WHEN YOU WERE SWEET SIXTEEN

Music ops throughout the nation just won't let go of this one!

CO-37803—Dick Jurgens O.
DE-23627—The Mills Brothers
VI-20-2259—Perry Como

9 FEUDIN' & FIGHTIN'

In the seventh spot last week, this ditty drops a pair and moves into ninth place here, although operators still boom the tune.

CA-B443—Jo Stafford
CO-37189—Dorothy Shay
DE-23975—Bing Crosby
MA-12011—Georgia Gibbs
ME-6049—Rex Allen
MG-10041—Kate Smith
VI-20-2313—Tex Beneke O.

10 I HAVE BUT ONE HEART

Breaks into the big time for the first shot with a long healthy run indicated from ops reports.

CO-35754—Frank Sinatra
CA-460—The Pied Pipers
DE-24154—Carmen Cavallero
ME-5053—Vic Damone
MU-15096—Gordon McRae
SI-15016—Monica Lewis
VI-20-2424—Tex Beneke

THE CASH BOX Record Reviews

"Let's Be Sweethearts Again"
"A Girl That I Remember"
VICTOR LOMBARDO ORCH.
(Majestic 7269)

● Sweet music in the ultra-sweet style of Victor Lombardo and his crew echo here with the pleasing strains of this lilting air reaching out wide to his many phono fans. Weaving a garland of highly styled reed, Vic runs through "Let's Be Sweethearts Again", with the sounds this ditty makes fairly sparkling throughout. Vocal group labeled The Threesome spill the lyrics, while the Lombardo boys carry the theme thru. Especially suited to those light dinner spots, this side should meet with the approval of the many Lombardo fans. On the flip with "A Girl That I Remember", balladeer Mark Carter steps to the mike to pipe the effective lyrics of this romantic ballad. Title gives off the bill of fare, with Mark's vocal efforts ably backed by styleful instrumentation. Both sides should meet the requirements of those lighter spots, and are suited for dancing and listening pleasure alike.

"When I Write My Song"
"Don't You Love Me Anymore"
FREDDY MARTIN ORCH.
(Victor 20-2473)

● Plug tune which was a happy rage in so many spots not too long ago gets new life with the first of a batch of new hit recordings coming out. Maestro Freddy Martin tries his hand at "When I Write My Song," with the music resounding from this platter full of coin. Ditty, adapted from a score of "Sampson and Delilah" is replete with maestro Freddy's wonderful ivory tinkling. Balladeer Stuart Wade wails the lyrics in heavy voice behind a symphonic background. Music ops are bound to remember the tune and the success it met with recently. On the flip with a cupiditty labeled "Don't You Love Me Anymore", maestro Freddy features Clyde Rogers and The Martin Men in pleasant musical styling which may catch on. Ditty is cute and well paced, with piper Clyde ringing true. You'll go for the top deck.

"My Gal Sal"
"I Love You"
THE HARMONICATS
(Universal 850)

● Following on the heels of their recent nationwide success with "Peg O' My Heart", The Harmonicats come up with a disking well loaded with possibilities to repeat. Improvising musical treatment just egging for coin, the group mouth their harmonicas to the strains of "My Gal Sal", and what with the nation's phono fans harmonica conscious these days, the cookie looks good from these orbs. Weird chamber effect echoes here with the trio making wonderful harmony throughout. On the backing with "I Love You", the combo once again take the stand to turn out first rate music. You'll like the smooth strains which echo throughout the slow winding, with the 'Cats grabbing the spotlight for a wonderful performance.

DISK O'THE WEEK

"—And Mimi"
"Boulevard Of Memories"
MEL TORME
(Musicraft 15114)

MEL TORME

● Oh are those kids gonna play this one! They'll literally eat the deck up alive and come back to your phono just begging for more. Rapidly rising as one of the nation's top song stylists, laddy with the hush-hush voice come on out to do a tune that is bound to be on everybody's lips—but pronto. Mel Torme, of Velvet Fog fame, renders in his own inimitable style the smash lyrics to "—And Mimi", and the sounds this disk made add up to coin play all the way. Mel holds the tune down to that corner the kids are in and sends his message aimed right at you in beautiful tones of tranquil simplicity. Music provided by Walter Gross matches the sweet aroma of the song all the way. The piper has that touch of getting real close to you, and especially so with this intimate ballad. Backing has the choir boy offering more pleasant melody to the strains of "Boulevard of Memories." Mel comes thru on this side equally as well as the top deck to offer ops a hunk of buffalo hide if there ever was one. For peak play in the phonos—get next to this cookie.

"Say It With A Slap"
"Our Hour"
THE MODERNAIRES
(Columbia 37876)

● Vocal combo with heavy following on the part of phono patrons throughout the nation step up here to offer a pair of sides that may well meet with your demands of the day. Aided by the capable Virginia Maxey on the disking, the group work tricks with "Say It With A Slap", from the Disney production "Fun and Fancy Free'. Bound to get heavy plugging during the film's run throughout local theatres, this rendition should hold its own amongst any around town. Ginny's spooning flavors the tune highly, with the title matching the smart novelty wordage throughout the disk. On the backing with more novelty stuff, the group wail toward the melody set up by "Our Hour", the puppy love song. Ditty is cute, and altho it won't stop traffic, it should make attractive filler material. Where they go for The Modernaires, they'll hold still for this cookie.

"Fool That I Am"
"Mean And Evil Blues"
DINAH WASHINGTON
(Mercury 8050)

● Mad music made for machine mayhem is this offering by the capable and popular Dinah Washington. Already burning up the boxes in several sections of the country, music ops can peg this ditty for sweeping play in their race locations. Wailing the sultry wordage to "Fool That I Am", Dinah quivers and shakes her tonsils in style to make the most severe music critic sit up and take notice. Lyrics play around the title throughout, with some wonderful instrumental backing provided by the Dave Young ork rounding out the side. On the backing with some more low down stuff with a blue theme, Dinah wails to the metro set by "Mean And Evil Blues." Pace is slow and made for the crowd that loves to shuffle. It's Dinah all the way in the pairing—get next to this platter pronto!

"Near You"
"I'm Holding Tight To My Love For You"
DOLORES BROWN
(Sterling 3001)

● Offering pleasing melody which operators may find to their liking, chirp Dolores Brown renders her version of the nation's top song of the day. "Near You", with instrumental backing by Bill Doggert and his crew shaping up nicely with the gal's singing coming thru to meet your requirements. Vocal group labeled The Auditones back the gal in fair fashion to round out the side. On the backing with "I'm Holding Tight To My Love For You", Dolores weaves and pitches the heavy wordage in mellow timing. Piano tickling echoes throughout the platter and flavors the disk immensely. Ops that have a spot for some excellent filler material should look into this one.

"Hastings St. Bounce"
"Way Late"
PAUL WILLIAMS SEXTET
(Savoy 659)

● Pair of sides for the smart jazzophile set are these offered by the Paul Williams Sextet, and made of live rhythm that fairly bounces with joy. Titled "Hastings St. Bounce", the disk shows a wonderful group of musicians at their best as they combine talents to give with all the riff and holler one can possibly stand. Ditty spins in fast tempo and features a haunting, winding sax spot. Ops who have spots that go for this stuff are bound to find exceptional results. Backing does a double take with balladeer Muddy Water riding thru on some straight, race stock. Music fills the bill with instrumental accompaniment rounding out the side in fair shape. Top deck should go if you have the spots.

"The Old Ferris Wheel"
"Stingy"
JERRY BAKER
(Pleasant 103)

● Plug ditty with much ado in music circles is offered here by the fave and rave of so many in pleasing tones of vocal charm that look to score. It's Jerry Baker, veteran choir boy, wailing the simple wordage to 'The Old Ferris Wheel". Ditty is well stacked with possibilities and should stir up heavy interest if given adequate plugging. Waxing spins in slow measure, with Jerry's vocal efforts riding the wave for a brilliant performance of this tune hanging on a memory twist. Instrumental backing by the Andy Sannella ork round out the side in effective fashion. Backing shows Jerry on "Stingy", with cute wordage to match. Both sides should make adequate material for the tavern stops—ops should take a look-see here.

THE CASH BOX Record Reviews

"Fun And Fancy Free"
"How Lucky You Are"
PHIL BRITO
(Musicraft 15113)

● Piper with a wide following steps out here to render a pair that may well reach the top spot in your machine. Vocalizing behind some wonderful incidental music furnished by the Ted Dale ork, Phil runs thru "Fun and Fancy Free", and "How Lucky You Are." Top deck, plug tune from the Disney production of the same name is full of life as the title indicates, with Phil's easy style made to charm your phono fans. Phil rates like a spade flush with this one, for a first rate performance. On the back with a romantic fling titled "How Lucky You Are," Phil tones down the order to meet the metro of the number. You'll go for the free movement Phil showers the song with and likewise go for the styling the cookie shows. Both sides are bound to set you in a relaxed mood and should win a host of praise from the many followers Phil has.

"Fool That I Am"
"Harlem Breakdown"
GLADYS PALMER
(Miracle 104)

● Music ops are bound to go ga-ga over this one! Another smash recording of this rapidly rising favorite aimed at ops with race spots is this version of "Fool That I Am", with Gladys Palmer to the fore to charm and enchant the most avid listener. The chirp's heavy throating of this sultry styled ballad should start an avalanche of coin rolling in her direction. Waxing spins in very slow metro with musical accompaniment offered coming thru to round out the side. The canary has that extra bit in her tonsils that make you wanna set up and take notice. On the flip with some vivid instrumentation by the band, "Harlem Breakdown" echoes thru for a fast ride. Music displayed here is top caliber and should lay heavy with the fast crowd of Jazzophiles. Side to ride with is the top deck—latch on!

"I Owe This Dream To You"
"You Name It"
MERCER ELLINGTON ORCH.
(Sunrise 2003)

● Pair of sides that ops can play around with and expect good results are these done up brown by the Mercer Ellington ork. Top deck featuring Billy Daniels in the tonsil department offers some wonderful instrumental backing in addition to the fine mellow vocal that Billy spills with. The crew, one of the more popular exponents of re-bob, match sharps and flats in perfect unison to make the deck a potential coin winner. Tempo is slow and low down, with Billy giving off the pitch in the title. On the flip, the boys get room to move around in as they go thru "You Name It". Folks that can really appreciate this stuff should get a big kick out of it and will undoubtedly come back for more after the first hearing. Natch the crew are great—grab a listen to the pairing.

SLEEPER OF THE WEEK

"The Little Old Mill"
"Forgiving You"
SAMMY KAYE ORCH.
(Victor 20-2434)

SAMMY KAYE

● You can write this one down in your book! A sure-fire bet for your phonos and for heavy action play at that is this latest Sammy Kaye disking of a tune that will definitely move way out front in the near future. Featuring the Three Kaydets and Choir in perfect harmony, the Kaye crew render "The Little Old Mill." Ditty is as cute as any you'll possibly find, and with this vocal group doing the mellow wordage the platter stacks up way high in this corner. The Kaydets wail the lyrics in fine, light style with the choir coming in to finish off with the title pitch. Waxing spins in medium slow tempo and is flavored immensely by the wonderful music maestro Kaye puts out. On the flip with another deck that is currently kicking up a storm throughout the nation, the boys get together to offer "Forgiving You." Kaye turns mystery man here in not giving you the John Henry of the fem vocalist, but nevertheless her piping matches the brilliant musical display which the maestro showers her with. A romantic fling as it stands, the moon-in-June crowd are bound to like this once it's heard. Ops looking for a winner will find it in "The Little Old Mill."

"Stanley Steamer"
"I'm Out To Forget Tonight"
DINAH SHORE
(Columbia)

● Chirp with a wide following throughout the nation steps out here to offer ops a treat all wrapped up in a blue ribbon package. It's Dinah Shore, happy as a lark as she sings the oh so pretty wordage to "Stanley Steamer." Tune, all tied up in the pleasing title of an era long gone has lots of life and bounce within it and should make your phono a happy one with the message the canary spills. Gait is merry and fast throughout the biscuit, with Dinah's chirping shining like a beacon in a fog. On the flip with "I'm Out To Forget Tonight", Dinah changes the tempo a bit as she renders a piece tailor made for those spots that like 'em real quiet. Ditty is a romantic one, with the wax spinning in slow measure. You'll go for Dinah's wonderful styling on the pair, so grab the platter while it's hot!

"Fool That I Am"
"Wiggle Worm"
ERSKINE HAWKINS ORCH.
(Victor 20-2470)

● More stuff headed ops way is this rendition of a hot and heavy tune currently enjoying peak success in so many ops machines. With chirp Laura Washington to the fore to render the charming wordage, maestro Erskine Hawkins trips the light to offer "Fool That I Am". Canary's warbling should meet strong requirements, with the message this ditty has grabbing the glory. Work displayed here is extremely well knit with Laura's chirping filling the air with pleasant melody. Backing has the Hawk and his boys picking up and laying 'em down as they run through an all instrumental feature labeled "Wiggle Worm". Tempo is merry with the boys in the band getting room to move about in behind a repeating theme. Ops that have the spots for this brand would do well to grab a listen in this direction.

"But Not For Me"
"Memories"
LEE WILEY
(Majestic 7259)

● Pair of oldies which ops may take a liking to are these offered by the capable Lee Wiley, and offered in such pleasing style as to merit wide attention and praise in music circles. Lee spoons the magic wordage to the ever-loving Gershwin favorite "But Not For Me" on the top deck and comes back with "Memories" for the flip. The melody of the top tune, familiar to so many ops should garner a host of coin if you have the spots that go for this material. The great Jess Stacey and his boys back the chirp in excellent manner to round out the side in fine fashion. Backing has Lee piping pretty once more in the light vein and should particularly appeal to the set that goes in heavy for sincere, real music. The disk is yours for the asking—grab a listen.

"I'll Never Make The Same Mistake Again"
"Fun And Fancy Free"
BUDDY HUGHES
(Columbia 37875)

● More material to which ops may take pleasure in whirling are these sides offered and styled in the Gene Krupa manner, and flavored with vocalizing of the Buddy Hughes treatment. Wailing on the pair to the tune of "I'll Never Make The Same Mistake Again" and "Fun And Fancy Free", Buddy displays his pipes in high fashion throughout. Top deck has Buddy crooning in the romantic mood, with theme to match set by maestro Gene. Ably suited for those spots where romancers love to gather, ops that have a heavy call for the brand that Krupa sells should keep an eye peeled on this one. On the backing with the plug tune with the title song of the same name, "Fun And Fancy Free", Gene really goes to town with the piper to knock out a swell arrangement. Ops are bound to be hearing lots and lots of this one in the near future, and would do well to get a load of this Krupa offering.

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.

JUKE BOX REGIONAL RECORD REPORT

The Ten Top Records-City by City

FOR THE WEEK OF OCTOBER 6, 1947

New York, N. Y.

1. I WISH I DIDN'T LOVE YOU SO *(Vaughn Manrae)*
2. NEAR YOU *(Francis Craig)*
3. DON'T TELL ME *(Margaret Whiting)*
4. COME TO THE MARDI GRAS *(Freddy Martin)*
5. SMOKE, SMOKE, SMOKE *(Tex Williams)*
6. CUMANA *(Freddy Martin)*
7. A FELLOW NEEDS A GIRL *(Perry Como)*
8. SO FAR *(Perry Coma)*
9. LAZY COUNTRYSIDE *(Margaret Whiting)*
10. THE LADY FROM 29 PALMS *(Freddy Martin)*

Nashville, Tenn.

1. NEAR YOU *(Francis Craig)*
2. PEG O' MY HEART *(The Harmonicats)*
3. THE LADY FROM 29 PALMS *(Freddy Martin)*
4. KATE *(Eddy Howard)*
5. TALLAHASSEE *(Bing Crasby)*
6. WHEN YOU WERE SWEET SIXTEEN *(Perry Como)*
7. I WONDER WHO'S KISSING HER NOW *(Ted Weems)*
8. I WISH I DIDN'T LOVE YOU SO *(Vaughn Monrae)*
9. AN APPLE BLOSSOM WEDDING *(Sammy Kaye)*
10. THE ECHO SAID NO *(Sammy Kaye)*

Salisbury, N. C.

1. NEAR YOU *(Francis Craig)*
2. WHEN YOU WERE SWEET SIXTEEN *(Perry Cama)*
3. THE LADY FROM 29 PALMS *(Freddy Martin)*
4. I WISH I DIDN'T LOVE YOU SO *(Vaughn Manrae)*
5. TALLAHASSEE *(Vaughn Manrae)*
6. I'LL HOLD YOU IN MY HEART *(Eddy Arnald)*
7. FEUDIN' & FIGHTIN' *(Ja Staffard)*
8. THAT'S MY DESIRE *(Sammy Kaye)*
9. I WONDER WHO'S KISSING HER NOW *(Dinning Sisters)*
10. PEG O' MY HEART *(The Three Suns)*

Boston, Mass.

1. NEAR YOU *(Francis Craig)*
2. PARADISE *(Johnny Long)*
3. FEUDIN' AND FIGHTIN' *(Jo Stafford)*
4. I WISH I DIDN'T LOVE YOU SO *(Vaughn Monroe)*
5. THAT'S MY DESIRE *(Frankie Laine)*
6. KATE *(Allan Dale)*
7. KOKOMO, INDIANA *(Mel Tarme)*
8. I HAVE BUT ONE HEART *(Vic Damone)*
9. CIVILIZATION *(Lauis Prima)*
10. WHEN YOU WERE SWEET SIXTEEN *(Perry Coma)*

Rochester, N. Y.

1. NEAR YOU *(Francis Craig)*
2. PEG O' MY HEART *(Art Lund)*
3. SMOKE, SMOKE, SMOKE *(Tex Williams)*
4. I WONDER WHO'S KISSING HER NOW *(Ted Weems)*
5. THAT'S MY DESIRE *(Frankie Laine)*
6. I WISH I DIDN'T LOVE YOU SO *(Vaugn Manrae)*
7. FEUDIN' AND FIGHTIN' *(Darothy Shay)*
8. WHEN YOU WERE SWEET SIXTEEN *(Perry Cama)*
9. THE LADY FROM 29 PALMS *(Freddy Martin)*
10. I HAVE BUT ONE HEART *(Vic Damane)*

Woodburn, Ore.

1. SMOKE, SMOKE, SMOKE *(Lawrence Welk)*
2. THAT'S MY DESIRE *(Sammy Kaye)*
3. PEG O' MY HEART *(The Three Suns)*
4. FEUDIN' AND FIGHTIN' *(Tex Beneke)*
5. AN APPLE BLOSSOM WEDDING *(Hal Derwin)*
6. I WONDER, I WONDER *(Eddy Haward)*
7. THE DAUGHTER OF JOLE BLON *(Johnny Bond)*
8. WHEN YOU WERE SWEET SIXTEEN *(Sammy Kaye)*
9. TALLAHASSEE *(Bing Crosby)*
10. NAUGHTY ANGELINE *(Dick Haymes)*

Chicago, Ill.

1. NEAR YOU *(Francis Craig)*
2. THAT'S MY DESIRE *(Frankie Laine)*
3. I HAVE BUT ONE HEART *(Vic Damane)*
4. FEUDIN' AND FIGHTIN' *(Dorothy Shay)*
5. AN APPLE BLOSSOM WEDDING *(Sammy Kaye)*
6. WHEN YOU WERE SWEET SIXTEEN *(Perry Cama)*
7. SMOKE, SMOKE, SMOKE *(Tex Williams)*
8. PEG O' MY HEART *(The Harmonicnts)*
9. HOW SOON *(Jack Owens)*
10. PEGGY O'NEILL *(The Harmanicats)*

St. Albans, Vt.

1. PEG O' MY HEART *(Art Lund)*
2. NEAR YOU *(Francis Craig)*
3. FEUDIN' & FIGHTIN' *(Bing Crosby)*
4. THE LADY FROM 29 PALMS *(Freddy Martin)*
5. SMOKE, SMOKE, SMOKE *(Tex Williams)*
6. I WONDER WHO'S KISSING HER NOW *(Ted Weems)*
7. WHEN YOU WERE SWEET SIXTEEN *(Perry Como)*
8. THAT'S MY DESIRE *(Martha Tilton)*
9. I WISH I DIDN'T LOVE YOU SO *(Vaughn Manrae)*
10. ASK ANYONE WHO KNOWS *(Margaret Whiting)*

Youngstown, O.

1. I WISH I DIDN'T LOVE YOU SO *(Vaughn Manroe)*
2. NEAR YOU *(Francis Craig)*
3. YOU DO *(Vnughn Manroe)*
4. AN APPLE BLOSSOM WEDDING *(Sammy Kaye)*
5. WHEN YOU WERE SWEET SIXTEEN *(Perry Cama)*
6. FEUDIN' AND FIGHTIN' *(Dorathy Shay)*
7. KOKOMO, INDIANA *(Vaughn Monrae)*
8. SMOKE, SMOKE, SMOKE *(Tex Williams)*
9. I WONDER WHO'S KISSING HER NOW *(Perry Cama)*
10. AIN'TCHA EVER COMIN' BACK *(Frank Sinatra)*

Deadwood, S. D.

1. SMOKE, SMOKE, SMOKE *(Tex Williams)*
2. THAT'S MY DESIRE *(Martha Tiltan)*
3. AN APPLE BLOSSOM WEDDING *(Eddy Howard)*
4. I WONDER WHO'S KISSING HER NOW *(Dinning Sisters)*
5. TIM TAYSHUN *(Red Ingle)*
6. NEAR YOU *(Francis Craig)*
7. PEG O' MY HEART *(The Harmanicats)*
8. FEUDIN' AND FIGHTIN' *(Darathy Shay)*
9. ACROSS THE ALLEY FROM THE ALAMO *(The Three Suns)*
10. SUGAR BLUES *(Jahnny Mercer)*

Orlando, Fla.

1. I WISH I DIDN'T LOVE YOU SO *(Dinah Share)*
2. WHEN YOU WERE SWEET SIXTEEN *(Perry Cama)*
3. THE LADY FROM 29 PALMS *(The Andrews Sisters)*
4. FEUDIN' AND FIGHTIN' *(Ja Staffard)*
5. SMOKE, SMOKE, SMOKE *(Tex Williams)*
6. I WONDER WHO'S KISSING HER NOW *(Perry Como)*
7. NEAR YOU *(Francis Craig)*
8. TALLAHASSEE *(Johnny Mercer)*
9. I HAVE BUT ONE HEART *(Vic Damone)*
10. KOKOMO, INDIANA *(Dinah Share)*

Indianapolis, Ind.

1. NEAR YOU *(Francis Craig)*
2. FEUDIN AND FIGHTIN' *(Darathy Shay)*
3. SMOKE, SMOKE, SMOKE *(Tex Williams)*
4. WHEN YOU WERE SWEET SIXTEEN *(Perry Cama)*
5. I WONDER WHO'S KISSING HER NOW *(Perry Como)*
6. PEG O' MY HEART *(The Harmanicats)*
7. THAT'S MY DESIRE *(Frankie Laine)*
8. THE LADY FROM 29 PALMS *(Freddy Martin)*
9. TIM TAYSHUN *(Red Ingle)*
10. I WISH I DIDN'T LOVE YOU SO *(Dinah Shore)*

Los Angeles, Cal.

1. NEAR YOU *(Francis Craig)*
2. WHEN YOU WERE SWEET SIXTEEN *(Perry Como)*
3. AIN'TCHA EVER COMIN' BACK *(Frank Sinatra)*
4. I WONDER WHO'S KISSING HER NOW *(Perry Como)*
5. I WISH I DIDN'T LOVE YOU SO *(Vnughn Monrae)*
6. I WANT TO BE LOVED *(Savannah Churchill)*
7. SUGAR BLUES *(Jahnny Mercer)*
8. BLACK & BLUE *(Frankie Laine)*
9. THE LADY FROM 29 PALMS *(Freddy Martin)*
10. PEG O' MY HEART *(The Harmonicats)*

Cumberland, Md.

1. AN APPLE BLOSSOM WEDDING *(Eddy Haward)*
2. NEAR YOU *(Alvino Rey)*
3. PEG O' MY HEART *(The Harmonicats)*
4. YOU DO *(Vic Damane)*
5. I WONDER WHO'S KISSING HER NOW *(Perry Coma)*
6. KOKOMO, INDIANA *(Mel Tarme)*
7. I WISH I DIDN'T LOVE YOU SO *(Vnughn Manrae)*
8. TALLAHASSEE *(Ray Dorye)*
9. THAT'S MY DESIRE *(Frankie Laine)*
10. SMOKE, SMOKE, SMOKE *(Tex Williams)*

Racine, Wisc.

1. NEAR YOU *(Francis Craig)*
2. THAT'S MY DESIRE *(Sammy Kaye)*
3. I WONDER WHO'S KISSING HER NOW *(Perry Como)*
4. THE LADY FROM 29 PALMS *(Freddy Martin)*
5. COME TO THE MARDI GRAS *(Freddy Martin)*
6. WHEN YOU WERE SWEET SIXTEEN *(Perry Como)*
7. I WISH I DIDN'T LOVE YOU SO *(Vaughn Manroe)*
8. FEUDIN' AND FIGHTIN' *(Dorathy Shay)*
9. SMOKE, SMOKE, SMOKE *(Tex Williams)*
10. TALLAHASSEE *(Dinah Share)*

Richmond, Va.

1. NEAR YOU *(Francis Craig)*
2. I WONDER WHO'S KISSING HER NOW *(Perry Cama)*
3. THE LADY FROM 29 PALMS *(The Andrews Sisters)*
4. IT'S A SIN *(Eddy Arnold)*
5. DON'T YOU THINK I OUGHTA KNOW *(Hadda Braaks)*
6. SMOKE, SMOKE, SMOKE *(Tex Williams)*
7. MOVE IT ON OVER *(Hank Williams)*
8. WHEN YOU WERE SWEET SIXTEEN *(Perry Coma)*
9. HUNGARIAN RHAPSODY *(Hadda Braoks)*
10. DON'T TELL ME *(Margaret Whiting)*

Pittsburgh, Pa.

1. I HAVE BUT ONE HEART *(Vic Damone)*
2. SOUTH *(Count Basie)*
3. I WISH I DIDN'T LOVE YOU SO *(Betty Huttan)*
4. THAT'S MY DESIRE *(Frankie Laine)*
5. NEAR YOU *(Francis Craig)*
6. SMOKE, SMOKE, SMOKE *(Tex Williams)*
7. THE HEARTBEAT SONG *(Artie Wayne)*
8. IVY *(Vic Damone)*
9. EVERYTHING I HAVE IS YOURS *(Sarah Vaughn)*
10. I WONDER WHO'S KISSING HER NOW *(Perry Como)*

Hartford, Conn.

1. I HAVE BUT ONE HEART *(Vic Damane)*
2. I WISH I DIDN'T LOVE YOU SO *(Vaughn Manroe)*
3. NEAR YOU *(Francis Craig)*
4. PEG O' MY HEART *(Buddy Clark)*
5. WHEN YOU WERE SWEET SIXTEEN *(Perry Cama)*
6. AIN'TCHA EVER COMIN' BACK *(Frank Sinatra)*
7. THE LADY FROM 29 PALMS *(Tany Pastor)*
8. EARLY AUTUMN *(Claude Thornhill)*
9. YOU DO *(Dinah Shore)*
10. FEUDIN' AND FIGHTIN' *(Dorathy Shoy)*

BYRDE'S EYEVIEW 'ROUND THE WAX CIRCLE

by Byrde Gore

Preparations for the gala Automatic Music Operators Association (NY) banquet at the Waldorf-Astoria this October 18 are going full steam ahead with diskery heads, artists and ops anxiously awating the curtain call. Barney Schlang, business manager of the trade group reports a terrific show in the offing, with loads of talent to charm the expected throng. Barney has been working like a beaver to make this banquet a smash success and deserves a hand for his untiring efforts from his many operator friends. If you haven't as yet ordered your tickets for this spread, do so immediately.

* * *

Dropped over to see Mike Conner, artist promotion head at Decca Records, and came up with some startling news. The Yankees beat the Dodgers—two in a row. Seriously tho, Mike has some hot stuff skedded for juke box ops and is really going all out to see that they are serviced properly. He's also the lad that has done some marvelous work for the many charitable, veterans and needy organizations in New York. Our guy of the week—Mike Connor.

* * *

Count Basie skeed for the Million Dollar Theatre out L. A. way the first week in November . . . Vaughn Monroe opened the Hotel Commodore (N.Y.) this past week with oh so many there. This has been Vaughn's twelfth consecutive return to the hotel . . . Lots of folks in the music biz in a furore at Satchmo' Louis Armstrong re his recent take-off on re-bob, be-bob and puzzle music. Louis claims the stuff is a load of mistakes, with the exponents of this new brand hot and heavy. Louis is still known as the master in phrasing . . . Al Hibbler hurriedly rejoined the Duke Ellington ork.

* * *

Savoy Records inked the famous Paul Williams Sextet to an exclusive recording contract . . . National Records pacted Belle Baker . . . The entire music business mourns the passing of the dean of song pluggers and one of the most colorful figures in the trade, Mose Gumble. Mose played piano in his early days for such greats as Weber & Fields, George M. Cohan, Nora Bayes and many others. Mose later joined Remick Music Publishing and soon became head of their professional department. At the time of his passing he was head of all Warner Bros. standard exploitation. Mose is responsible for the revival of "April Showers", "You Are Too Beautiful", "It Had To Be You" and many others. Mose Gumble will long remain a revered figure in this industry.

* * *

In anwer to all queries we received regarding the Chet Howard ork—the lad is on Metrotone disk and can be reached via this column. His crew is currently hotter than a ten dollar pistol . . . Dinah Shore, Art Lund and Harry James skedded for one and the same radio program this fall . . . Chapell Music snagged forty records on their "Allegro" score awreddy, and the show hasn't even opened yet . . . Peg some heavy stuff for "High Button Shoes" . . . Enric Madriguera busily selecting his first Decca releases . . . Ditto Monica Lewis, from whom you can expect big things and tricks in the very near future . . . Gerald Marks forms his own pubbery with "All Of Me" getting heavy plugging . . . Johnny Long getting big play with the college crowd . . . Watch Buddy Johnson in our music poll. He's currently leading the way with "Don't You Think I Oughta Know" . . . Lotsa talk 'bout "My Guitar Is My Sweetheart" on Regent Records featuring Johnny Lane and the Dave Rhodes ork. The diskery is latest indie to join the record fold and makes temporary headquarters at Elizabeth, N. J.

BMI Pin-up Sheet

Hit Tunes for October

(On Records)

A GIRL THAT I REMEMBER (BMI)
Tex Beneke—Vic. 20-2497 • Victor Lombardo—Maj. 7269
Tommy Tucker—Col.*

CASTANETS AND LACE (Republic)
Sammy Kaye—Vic. 20-2345 • Bob Houston—MGM 10074

COME TO THE MARDI GRAS (Peer)
Xavier Cugat—Col. 37556 • Freddy Martin—Vic. 20-2288
Victor Lombardo—Maj. 7243 • Fernando Alvares—Sig. 15145
Guy Lombardo—Dec. 24156 • Dinning Sisters—Cap.*

FORGIVING YOU (Mellin)
Harry James—Col. 37840 • Johnny Johnston—MGM 10076
Sammy Kaye—Vic.*

HILLS OF COLORADO (London)
Guy Lombardo—Dec. 24179 • Robert Scott—Mercury 3069

I WONDER WHO'S KISSING HER NOW (Marks)
Perry Como—Vic. 20-2315 • Ted Weems-Perry Como—Dec. 25078
Jean Sablon—Vic. 25-0101 • Danny Kaye—Dec. 24110
Joe Howard—DeLuxe 1036 • Dick Robertson—Dec. 1512
Ray Noble—Col. 37544 • Dinning Sisters—Cap. 433
Four Vagabonds—Apollo 1055 • Jerry Cooper—Diamond 2082
Bobby Doyle—Sig. 15057 • D'Artega-Hal Horton—Sonora 2012
Foy Willing—Maj. 6013 • Jack McLean—Coast 8002
Joseph Littau—Pilotone 5132 • Marshall Young—Rainbow 10002
Frank Froeba—Dec. 23602 • Ben Yost Singers—Sonora 1084

JUST AN OLD LOVE OF MINE (Campbell-Porgie)
Billy Eckstine—MGM 10043 • Dick Farney—Maj. 7248
Tommy Dorsey—Vic. 20-2371 • Peggy Lee—Cap. 445

LOLITA LOPEZ (Encore)
Freddy Martin—Vic. 20-2288 • Dinning Sisters—Cap. 433

SMOKE! SMOKE! SMOKE! (THAT CIGARETTE) (American)
Tex Williams—Cap. 40001 • Phil Harris—Vic. 20-2370
Lawrence Welk—Dec. 24113 • Deuce Spriggins—Coast 263
Johnny Bond—Col. 37B31

TE-NN-E-SS-EE (Stevens)
Blue Barron—MGM 10058 • Charlie Spivak—Vic. 20-2422

THE STORY OF SORRENTO (Pemora)
Buddy Clark-Xavier Cugat—Col. 37507 • Bobby Doyle—Sig. 15079

WAIT'LL I GET MY SUNSHINE IN THE MOONLIGHT (Vanguard)
Ginny Simms—Sonora 3014 • Jack McLean—Coast 8009
Four Chicks & Chuck—MGM 10048 • Foy Willing—Maj. 6013
The Mel-Tones—B. & W. B52

*Soon to be released

Coming Up

AS SWEET AS YOU (Regent)
DO A LITTLE BUSINESS ON THE SIDE (Valiant)
LAST NIGHT IN A DREAM (Brightlights)
MADE FOR EACH OTHER (Peer)
THAT MISS FROM MISSISSIPPI (Dawn)
THERE'LL BE SOME CHANGES MADE (Marks)
WHAT EVERY WOMAN KNOWS (BMI)
WHO PUT THAT DREAM IN YOUR EYES (Stuart)
ZU-BI (Republic)

BROADCAST MUSIC INC.
580 FIFTH AVENUE • NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

TEX BENEKE!

with The Miller Orchestra

I Have But One Heart
('O Marenariello)
Vocol refroin by Gorry Stevens ond The Moonlight Serenaders

Too Late
Vocal refrain by Tex Beneke and Bond

RCA Victor 20-2424

BERYL DAVIS!

with Russ Cose ond his Orchestra

It All Came True
AND
One Little Tear is an Ocean

RCA Victor 20-2426

VAUGHN MONROE!

The Stars Will Remember
Vocol refroin by Voughn Monroe ond The Moon Molds

Ballerina
Vocol refrain by Vaughn Monroe

RCA Victor 20-2433

BILL JOHNSON!

ond his Musicol Notes
Vocol refrain by Gus Gordon and Quartet

For Once in Your Life
AND
My Little Red Head
(vocol by Gus Gordon ond Quartet)

RCA Victor 20-2427

TEXAS JIM ROBERTSON!

and The Panhandle Punchers

Pal in Palo Alto
AND
Don't Make Me Sorry

RCA Victor 20-2428

MONTANA SLIM!

and The Big Hole Bronco Busters

Don't Wait Till Judgment Day
(To Cost Your Sins Away)
AND
Sharing Your Love with Somebody New

RCA Victor 20-2430

PAT FLOWERS!

and his Rhythm

Goodbye, Good Luck, Get Lost
AND
Sha-Wa-Wa
(Weave to Me Some Jive)

RCA Victor 20-2431

TAMPA RED

Blues singer with Guitar

Corrine Blues *AND*
New Bad Luck Blues

RCA Victor 20-2432

● IRVING FAZOLA

("New Orleans Jazz" Album, HJ-12)

Original Dixieland One Step *AND*
Bluin' the Blues
RCA Victor 40-0140

Satanic Blues *AND*
Ostrich Walk
RCA Victor 40-0141

Sensation *AND*
Mournin' Blues
RCA Victor 40-0142

Farewell Blues *AND*
Fidgety Feet
RCA Victor 40-0143

RE-ISSUED BY REQUEST

FRANK STAMPS and his Quartet. Male voices with Piano
Working for the Master
AND **Give the World a Smile**
RCA Victor 20-2429

THE STARS WHO MAKE THE HITS ARE ON

RCA VICTOR RECORDS

"GIDDYAP-NELLIE!"

Music Biz Still Using Horse and Buggy While Jet Planes Zoom About Overhead

NEW YORK — About 500,000 juke boxes, over 2,500,000 wall and bar boxes and approximately 100,000 wired music cabinets thruout the nation offer the greatest exploitation showcase in all the world's music history for every artist, every publisher and every record manufacturer.

Yet the music industry insists on riding along down its narrow country lane in a horse and buggy — even in these days when jet planes are zooming about overhead right into the stratosphere.

Progressive members of the music industry have come to realize the tremendous stock pile of records in daily use in automatic music equipment, placed at an extremely conservative figure of 12,500,000 records, and that even a minute share of this business places them far ahead in promotion, sales and exploitation than any other means which has ever yet been developed.

The juke box, without any encouragement whatsoever from the music industry itself, developed the greatest paid music network in the history of these United States. A music network that became so popular it spread into every nation in the world with the peoples of all countries enthusiastic over the fact that they can hear their favorite performers and artists at low cost.

This is not something which dins down on the people. This is something of the people's choice. Nor is it free. It's something for which people are happy to pay, and, it is estimated, over 15,000,000 nickels each day are dropped into this huge juke box network in the United States alone, not to figure Canada, Central and South America, Asia and Europe.

Here, then, before the music publishers, artists and record manufacturers is one of the greatest showcases in the world for the most intense and intelligent exploitation of their products which has ever yet been presented to them, and presented to them without any encouragement on their behalf.

In fact, to this very day, it is the juke box operator who begs the record maker to produce certain types of records for him. And the average record manufacturer goes along on horse and buggy methods with little or no understanding of just what music the nation's juke boxes require.

In conversation after conversation with leading publishers, artists and record makers, *The Cash Box* staff has absolutely been amazed at the lack of understanding of what juke box music is and means. Few, if any, have ever made an analysis of it. Or have even surveyed it as they would survey the use of their records in retail stores.

As far as advertising to obtain the support and cooperation of the nation's juke box industry, this has been pitifully inadequate. Yet large record manufacturers who won't spend an average of $15,000 per year to promote their products to this tremendous paid music network—will spend that much and more in one weekly national magazine where their music can't be heard or even understood — where just a cold picture stares forth at the public —which means little or nothing to the average man.

The juke box industry needs and requires a closer understanding from the music industry for greater promotional and exploitation effort. It needs the complete force of the music trades to bring to it and to them the continued forward march of American popular music.

There should be resolved today among the leading music publishers, artists and record manufacturers that they once and for all time eliminate much of the horse and buggy business methods and march on ahead with the exhilarating bold courage and speed of the new jet plane.

This the music trades can do. This is what the music trades should do, to gain the support, cooperation, understanding and affection of the juke box industry. This tremendous showcase, this marvelous international network, this grand possibility for exploitation and promotion offers the music trades its opportunity to modernize, to streamline, to swing into the parade of today and of the future.

All leaders in the music field have admitted that steadiest of the buyers, best of the customers have been, and are the juke box coinmen. This is, then, something which the music industry of America cannot overlook.

The juke box industry which will offer that song to Americans, young and old and in all stations of life, day in and day out, month in and month out, when other means and methods have forgotten about the tune — and continue to feature the name of any artist, publisher or record manufacturer for the longest period of time so that he can meet with the success he seeks in America's music.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.

"Folk" and "Western" RECORD REVIEWS

BULLSEYE of the WEEK

"Gallivantin' Galveston Gal"
"Cowboy Blues"
GENE AUTRY
(Columbia 37923)

● Nabbing the featured spot this week is this hot hunk of wax by the popular and capable Gene Autry, with the music the lad gives out with looking to score heavily in sagebrush spots. Gene's vocal talents are of top notch variety throughout this happy disking — a catchy yarn all about those Texas gals who are the pride of the Lone Star State. Instrumental accompaniment rates heavily with Johnny Bond featured on guitar. Cactus phono fans should get a kick out of this top deck, there are lots offered. Backing shows Gene spilling the smart wordage to "Cowboy Blues," and as the platter stands it makes for effective material for your phono. You'll want to gallivant with the top tune.

"Answer To Rainbow At Midnight"
"Down The Wrong Highway"
ERNEST TUBB
(Decca 46078)

● Dependable Ernest Tubb, who recently scored a smash success in New York, offers a pair of sides here that are bound to meet with favor on the part of a host of western ops. Wailing the ever-pleasant wordage to "Answer To Rainbow At Midnight", Ernest rates heavily on this tune which his many fans are sure to like. It's flavored with a beautiful guitar spot and of course the pipers' pitch is on the right track too. Backing shows Ernest in a deeper vein as he wails to the tune of "Down The Wrong Highway." This side is a bit more lively than the top deck and has the popular Tubb telling 'bout his sins. Both sides spin for a bright future—give the pair a whirl by all means.

"Blue Moon Of Kentucky"
"Goodbye Old Pal"
BILL MONROE
(Columbia 37888)

● Latest batch of disks out of the Bill Monroe hit-rack are these offered in the typical rolling fashion of old Kentucky, with maestro Bill and his Blue Grass Boys hogging the lime throughout. Ably suited for those spots that love to listen to good music of this brand, the platter stacks up as one which your phono patrons are bound to want to hear. Backing has Bill in the deep sentimental mood as he steps up to sing "Goodbye Old Pal". Waxing spins in the slow tender mood with Billy's vocal efforts riding high on the side. Where they go for the Bill Monroe music they'll go for this in a big way.

"Shut Up and Drink Your Beer"
"Bob Wills Two-Step"
LUKE WILLS RHYTHM BUSTERS
(Victor 20-2415)

● Western star with a wide following renders a pair of sides here that are bound to meet with heavy favor in the phonos. It's Luke Wills in the happy vein up to the mike to offer the refreshing "Shut Up and Drink Your Beer." Ditty spills around the title with the boys in the band coming thru in typical back room style. On the flip with "Bob Wills Two-Step", Luke offers more highly styled melody suited for dancers and listeners alike. Toe tap echoes throughout the side which adds loads of flavor and zing to the ditty. The crew join in to add to the merriment and make this platter a potential coin winner.

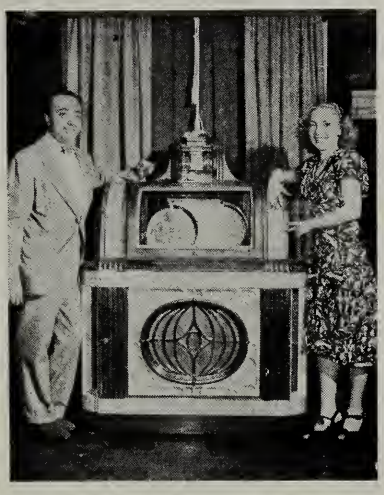
Modern Pacts Dolan

HOLLYWOOD, CAL. — Saul Bihari, president of Modern Records, this city, announced the signing of Jimmy Dolan to a recording contract this past week. Dolan, western motion picture and stage star did not sign an exclusive contract it was pointed out and will only do a number of sides for the plattery.

Dolan, a veteran of World War II, entertained troops in the Pacific area during the war and upon his release joined a spot on station KXLA.

Dolan's first platters are scheduled for immediate release.

Guest Packard Service School



MINNEAPOLIS, MINN. — Caught visiting with Mel Goldstein at Mr. I. Alpert's Twin Ports Sales Company, this past week was Lorraine Fortune, featured nitery singer in this city. Miss Fortune burst in during the Twin Port's service school, much to the delight of the throng of attending operators.

We are Interested in Acquiring One or More

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ROY MILTON

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Roy's Latest Hit!

"THRILL ME"

and

"Big Fat Mama"

Specialty SP518

"True Blues"

and

"Camille's Boogie"

Specialty SP510

A Juke Box Hit

JOE LUTCHER'S "ROCKIN' BOOGIE"

and

"BLUES FOR SALE"

Specialty SP303

Specialty RECORDS, INC.

311 VENICE BLVD.
LOS ANGELES 15
CALIFORNIA
PRospect 6229

1 **SMOKE, SMOKE, SMOKE**
Tex Williams
(Capitol 40001)

2 **I'LL HOLD YOU IN MY HEART**
Eddy Arnold
(Victor 20-2332)

3 **THE DAUGHTER OF JOLE BLON**
Johnny Bond
(Columbia 37566)

4 **DON'T BOTHER TO CRY**
Eddy Arnold
(Victor 20-2332)

5 **FEUDIN' AND FIGHTIN'**
Dorothy Shay
(Columbia 37189)

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

IT'S A SIN
Eddy Arnold
(Victor 20-2241)

TIM TAYSHUN
Red Ingle
(Capitol 412)

THAT'S WHAT I LIKE ABOUT THE WEST
Tex Williams
(Capitol 40031)

I'LL STEP ASIDE
Ernest Tubb
(Decca 46041)

Short Shots
From the Hills and Plains

Hot on the phonos is Curly Gribbs with his Signature platter of "I Never Knew What It Means To Be Lonesome." Curly is getting rave notices from coast to coast and is playing to capacity audiences at every engagement . . . Watch Denver Darling zoom once his MGM disks hit the market. Denver was always up there among the leaders and has increased his popularity via his air shows and movie shorts . . . Ted Dafan's "Born To Lose" being revived by several diskers . . . Carl Cotner doing a great job of putting the Wrigley show together for Gene Autry. Carl also plays violin and directs a band of his own . . . Riley Shepard back in town (NY) after appearing on the Oklahoma round-up for 13 weeks . . . Congrats to Bob Ellis, artist relation's chief at King Records, who is the proud dad of an eight-pound boy.

Allan Erwin, The Calgary Kid in New York for transcription dates . . . Dave Miller reports that the Korn Kobblers MGM kiddie album is breaking all records . . . Get a load of Red River Dave's Continental disk of "The Letter Edged In Black" . . . Dewey Price going great on CBS's Carolina Calling air show . . . The Thomas Family, Majestic Records artists have a click in "You Better Get Down on Your Knees and Pray" . . . A little hand for the specialist musicians, without whom several top recording stars would be at a loss: Frankie Marvin, Les Braun, Charlie Grean, Nick Horan, Manny Weinstock, Mac Ceppos, Johnny Newton, Eddie Smith, Joe Biviano, Bill Graham, Harry "Slim" Duncan and oh so many others . . . The Blue Sky Boys busting 'em up with their rendition of "Sold Down The River" . . . King Records announces the signing of Arthur Lee Simpkins of New York "Latin Quarter" fame . . . Willie Shore just waxed four for King . . . Barbara Cameron, lush-thrush of "Moon River" fame hot'n heavy with her "Invitation to Love" album.

Eddie Kirk, well known fave among folk and western fans has recently signed a Capitol recording contract. Kirk is one of the co-authors of "So Round So Firm" and has been in the biz since he was a tot of nine . . . Charlie & Margie, the "Fiddlin' Linvilles" making a legion of new friends for themselves while touring out of Nashville with Paul Howard . . . Orchids to Bill Anson (KFWB), Los Angeles for the nice mention . . . Jimmy Wakely and The Dinning Sisters headlined at the Indiana State Fair . . . The Lightcrust Doughboys, long time radio headliners in the southwest, cut eight sides for King this past week . . . Doye O'Dell, Exclusive Records star signed for a featured role in a forthcoming Columbia flicker . . . Maurice Granatoor, of Cowboy Records, Philadelphia, recovering from a severe heart attack at University Hospital . . . Jimmy Johnson, WNAX, Yankton, S. D. skedded for his own air show "Missouri Valley Barn Dance" . . . Mac Maguire, western platter spinner at WIP, Philadelphia, seen on television this past week via WPTZ, Philly video unit . . . Smiley Burnette turning disc jockey.

The Original
"THE FRECKLE SONG"
by Larry Vincent
ONLY on PEARL RECORDS
It Never Stops Selling
Write for Catalog of Our Specialty Numbers
PEARL RECORD CO.
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ATTENTION MUSIC OPERATORS

YOUR VOTES WILL DECIDE THE WINNERS

IN THE SECOND ANNUAL POLL OF THE AUTOMATIC MUSIC INDUSTRY OF AMERICA TO CHOOSE THE BEST RECORDS AND BEST RECORDING ARTISTS OF 1947

FILL OUT AND MAIL THE PREPAID POST-CARD ENCLOSED!

DO IT NOW!

OFF-COLOR RECORDS CAN BLACK EYE THE ENTIRE JUKE BOX INDUSTRY

NEW YORK—Even the most skeptical, the most greedy, the most grabbing, the most devil-may-care, now agree that off-color records can give the juke box industry a black eye from which it may never recover.

Already the press in certain sections of the nation has jumped down on certain juke boxes whose greedy owners decided to feature off-color records in a vain and short-lived attempt to up collections.

It has been proved time and time again in the juke box industry that such records will not increase collections for any length of time. They may, in a few certain types of locations, capture the fancy of patrons for a short while, but, even in such spots they do not last long.

This industry was built on the fact that it is fundamentally sound. It gives the peoples of America, especially those in the smaller communities of the nation, the opportunity to select the tune they want to hear. And the music they want to hear is the music of America's outstanding minstrels. The people they read about and see in movies and just grasp over the air for the moment or so that their radio gives them this music.

But, in a juke box, they have the opportunity to choose what they want to hear and to listen to the stars who have made America music conscious. They do not and never will want to hear off-color material such as some greedy recording firms are ready to produce if there is a market.

It is up to every single juke box operator in the nation to instantly report and curb anyone featuring off-color records. *The Cash Box* will be first to report such records and first to condemn anyone using or selling them. This is to safeguard a great industry which is serving America's popular music to over 143,000,000 Americans. The 500,000 juke boxes clear across the nation were not built on filth. The 2,500,000 wall and bar boxes never wanted and never featured filth. All the members of the industry detest and condemn this sort of material.

Beware the record manufacturer who attempts to sell off-color records. Report him immediately to *The Cash Box*. Condemn the operator who dares use such filth—for it is he who will bring the wrath of America down on the heads of everyone in the industry and bring about censorship and other evils which will black-eye the entire juke box industy—with such blackness from which it may never recover.

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proudly presents

LEO DIAMOND

Harmonicartist

- extraordinary artistry
- unique tonal quality
- unsurpassed renditions
- smart musical background

NO. 9 YOUR BOX SEAT A STELLAR PERFORMANCE APPEARING NIGHTLY

LEO DIAMOND'S harmonica hits

9A "MY SIN"

9B "THEY MADE IT TWICE AS NICE AS PARADISE" AND THEY CALLED IT DIXIELAND"

NO. 11 ADMIT ONE TO 140,000,000 THE GREATEST INTERPRETIVE RECORD

LEO DIAMOND harmonicartist star of stage, screen and radio

11A "DONKEY SERENADE"

11B "TONIGHT YOU BELONG TO ME"

VITAcoustic TONE CONTROLLED "LIVING SOUND"

CHICAGO • NEW YORK • HOLLYWOOD

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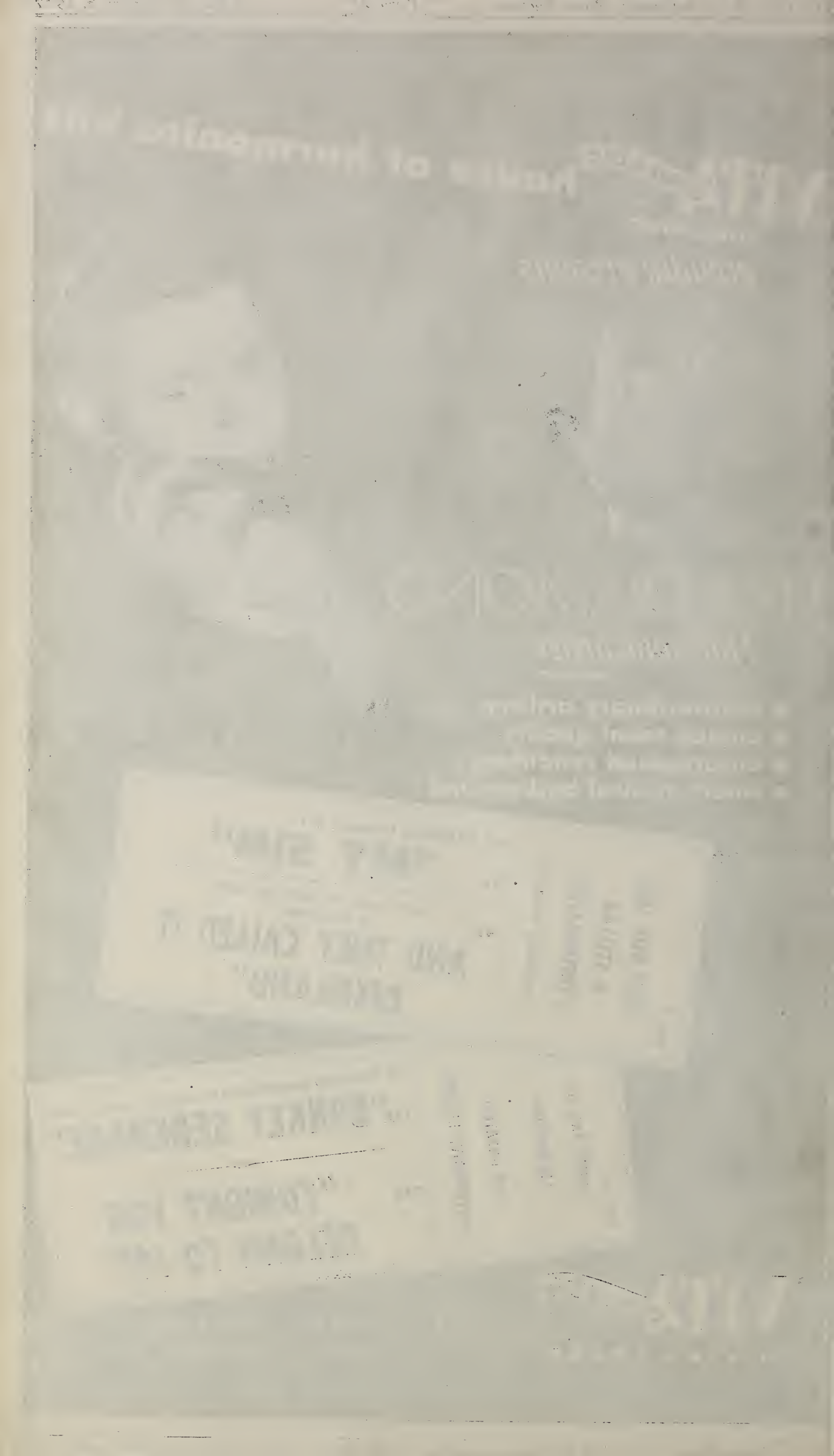

English Indie Preps Early Release

London Records To Issue Beryl Davis Disks

NEW YORK — The formation of the London Gramophone Corporation, with headquarters in this city was announced this past week by Dudley Hale Toller-Bond, director of the newly organized entrant in the recording business.

The English diskery revealed that they will launch their line of pop and semi-classical material in the states this forthcoming November 15, with a talent roster composed of top English artists, including Beryl Davis. It was learned that Miss Davis had a contract with London prior to her signing with RCA-Victor, and will cut approximately thirty sides to fulfill her recording committments.

Representatives of the plattery pointed out that London will cut their own masters and pressings in England and ship the records to the U. S. via the Queen fleet. The diskery will issue two labels, a blue label holding pop recordings and the red for semi-classics.

It was pointed out that altho no set distribution policy had as yet been made, the diskery would distribute their records from New York at the outset and would in turn, ship orders out of New York to the mid-west and the coast.

"Toots" Camarrata, well known recording director in the music business has been named as artist and rep chief and will shortly leave on a trip to London to set recording dates.

"The high shellac content and hard surface of our records, will give music operators in this country twice as many plays per record," said Mr. Toller-Bond. "We believe that music operators in particular will welcome London Records because of their durability."

It is well to note the position the English diskery will find themselves in, should the threatened Petrillo ban on recordings in this country take place at the close of the year.

Runyon Sales Plays Host To Stars

NEW YORK—Caught visiting with the Runyon Sales Company this past week was this entourage of music notables. The occasion was the initial opening in New York of Hadda Brooks and Her Trio. Left to right: George Hagger, president of Pleasant Records; Charles Kenny, Hadda Brooks, Nick Kenny, radio editor of the New York Mirror; Gloria Friedman, manager of the Runyon record department, Saul Bihari, president of Modern Records; Jim Grady of the N. Y. Mirror and Jack Mitnick of Runyon.

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Jewish & English Comedy
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TOWER RECORDS
1st Release — And It's Sweeping The Country
"HOW SOON?"
By JACK OWENS
TOWER 1258

IN STOCK—No. 1 RECORD IN THE COUNTRY
"NEAR YOU"
By FRANCIS CRAIG and His Orch.
on BULLET RECORDS

Getting Bigger and BIGGER
"MONEY HUSTLIIN' WOMAN"
"REAL GONE"
By AMOS MILLBERN
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Hot on the Juke Boxes!
15116—BALLERINA
WHAT ARE YOU DOING NEW YEAR'S EVE?
15114—- - - AND MIMI
BOULEVARD OF MEMORIES
15109—KOKOMO, INDIANA
HOW LONG HAS THIS BEEN GOING ON?
15107—ONE FOR MY BABY
A LITTLE KISS EACH MORNING

Rollin' 'Round Randolph

CHICAGO—Not only are the oldies coming back stronger than ever, but also the old New Orleans and Chicago brands of jazz. Louis Armstrong and Jack Teagarden at the Rag Doll and Doc Evans' band at Jazz Ltd. are steadily playing to ropes-up crowds . . . Gay Claridge and his ork have just completed a successful five months stay at the Club Martinique on the south side, and will open at the Edison Hotel in New York . . . Marty Bloom of the Sherman calls Frankie Laine, "The Modern Al Jolson"; which is one title that may stick to this great performer . . . Sam Lutz and Frankie Laine discussing the making of records and also the matching of sides with yours truly, reports a surprise Mercury album very soon. Here's Frank's four points for consideration of a song to be recorded: 1) Do I Like It—2) Can I Sing It—3)How Well Can I do It—4) How Long Will It Last.

* * *

Paul Cunningham of Broadway Music Corp. phones long distance in the wee hours of the morning to tell me he's at the Pelham Heath Inn, Westchester, N. Y., catching Bili McCune's ork. Bill is preparing a radio show in which he will feature *The Cash Box* music charts. Thanx a zillion for the call, Paul—I can still hear those quarters dropping down the phone chute . . . Some juke box ops discussing the advisability of opening a music publishing firm. The boys should know that such action is already under way with some West Coast music biggies visiting with leading ops throughout the country . . . Joe Whalen of Bregmann, Vocco & Conn, Milt Salstone of M-S Distributing Co., Art Rupe of Specialty Records and Eddie Messner of Aladdin Records discussing the benefits of various types of music to juke box ops. Art all sold on the wax cut by Roy Milton; Eddie hot about Gate Mouth Brown whom he discovered in Texas and Joe Whalen raving about "You Do", and saying the one way to success is to get the nation's 400,000 juke boxes playing any artist's recordings.

* * *

Fred Forster, prexy of Forster Music Publishing, just thrilled and tickled pink after his first plane ride the other day . . . Joe Whalen and Jack Owens of Breakfast Club fame, drop up to the office for a little chit-chat. Jack is very happy over the reports on Tower Records' waxing of "How Soon." This platter is really hot with the plattery going mad getting pressings . . . Ran into the Dinning Sisters and manager Howard Mack. The girls, winners of last years "Oscar" for the best female vocal combination in *The Cash Box* Annual Music Poll plan on cutting new wax . . . Beré Adams of Preview Music, talking about Mercury's "Red Top" with Gene Ammons . . . the tune is moving heavy throughout the entire country with ops going wild for more . . . In our opinion the nickels going into the jukes determine by a very big percentage any record's popularity and the guys and gals who play the phonos certainly deserve some credit.

* * *

Sarah Vaughn, sultry songstress at the Club Silhouette really gets around this town. Aside from thrushing songs at the club and appearing on just about every radio show in town, she also finds time to sing for the boys at Hines and Vaughan Hospitals. Orchids and kisses and bear-hugs to you, Sarah . . . And that reminds me, radio station KPJ, the Percy Jones Hospital station at Battle Creek, Michigan is still badly in need of platters. The station broadcasts to wounded vets and certainly deserves a helping hand. How 'bout you folks helping them out? . . . George Tasker of Universal Records tells me that the Harmonicats latest. "My Gal Sal" and "I Love You" is simply tearin' 'em to little, teeney, weeney pieces. (By the way, George, we note that Jerry Murad's Harmonicats are leading in this week's issue for the "Best Money-Making Record of 1947")

America's No. 1 Juke Box Attraction!
Eddy HOWARD
and his Orchestra
BIG in the BOXES with
"KATE" and "ON THE AVENUE"
Majestic No. 1160
"JUST PLAIN LOVE" and "SAY SOMETHING NICE ABOUT ME"
Majestic No. 1161
"AN APPLE BLOSSOM WEDDING" and "BLUE TAIL FLY"
Majestic No. 1156
"RAGTIME COWBOY JOE" and "ON THE OLD SPANISH TRAIL"
Majestic No. 1155
"I WONDER, I WONDER, I WONDER" and "ASK ANYONE WHO KNOWS"
Majestic No. 1124
Be sure to listen to our new Radio Show — "Sheaffer Parade" for Sheaffer Pen Co.
Sundays, 3-3:30 P.M., E.D.T. over NBC—Coast to Coast.
Cash in on America's Number 1 Juke Box Attraction—
Spot these HIT Majestic RECORDS in your machines.

HONYED

HOT in Harlem

The Ten Top Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators in New York City's Harlem.

1 HE'S A REAL GONE GUY
Nellie Lutcher
(Capitol 40017)
Nellie scores again to grab this featured spot for the third consecutive week.

2 TRUST IN ME
Hadda Brooks (Modern 150)
Holds tight to this spot with ops playing the ditty like mad.

3 FOOL THAT I AM
Dinah Washington
(Mercury)
In the seventh spot last week, this great tune takes a high leap to land in third place.

4 BIG LEGS
Gene Philips
(Modern 20-527)
Repeats its position of last week with Gene's "Big Legs" riding hot.

5 OLD MAN RIVER
The Ravens (National 9035)
In sixth place last week, this truly great classic moves up a notch here.

6 DON'T YOU THINK I OUGHTA KNOW
Bill Johnson Orch.
(Victor 20-2225)
Drops one position this week with heavy play looming.

7 TRUE BLUES
Roy Milton
(Specialty 510)
A great recording by a great artist, this ditty continues its merry way culling coin.

8 EVERYTHING I HAVE IS YOURS
Sarah Vaughn
(Musicraft 494)
All the way up last week, this one takes a dive here. Ops still report active play on the tune.

9 HURRY ON DOWN
Nellie Lutcher (Capitol 40002)
Repeats again, with this second Lutcher hit still riding hot.

10 EARLY IN THE MORNING
Louis Jordan
(Decca 24155)
Breaks into the big time, with King Louis thrilling phono fans with this disking.

Billy Eckstine and his Orchestra
GLOOMY SUNDAY
AND
In The Still of The Night
NAT. 9037

Just Released!
The RAVENS
A DOUBLE-HEADER HIT!
"OL' MAN RIVER"
AND
Would You Believe Me
NAT. 9035

NATIONAL Records

Dusty FLETCHER and his Gang
DUSTY FLETCHER'S MAD HOUR!
PARTS 1 and 2
NAT. 4013

Charlie Ventura
AND HIS ALL AMERICAN SEXTET!
THE JAZZ RECORD OF THE YEAR!
SYNTHESIS
AND
BLUE CHAMPAGNE
NAT. 9036

ORDER FROM YOUR NEAREST NATIONAL DISTRIBUTOR or NATIONAL DISC SALES 1841 B'WAY, N. Y. 23, N. Y.

Eddy Arnold
comes right back with another smash hit
It's R.C.A. Victor Record
No. 20-2332
"I'LL HOLD YOU IN MY HEART"

PUBLISHED BY
ADAMS-VEE & ABBOTT-INC
216 S. WABASH AVE. CHICAGO 4, ILL.

Oscar Moore Leaves King Cole Trio

LOS ANGELES, CALIF.—After much ado, the decision by Oscar Moore to join Brother Johnny and his Three Blazers was confirmed this past week.

It is reported in music circles that Oscar, featured guitarist with the King Cole Trio, decided to leave the group when he became involved with leader Nat Cole in a financial deal. The Blazers are a cooperative unit who all hold a share in their enterprise.

No decision has been made as yet by Milton Ebbins, their personal manager and the William Morris Agency, their agents as to the future billing of the group. The combo personnel will now feature Johnny and Oscar Moore on guitars, Eddie Williams on string bass, and Charles Brown on piano and vocals.

Cleveland Ops Pick "You Do"

CLEVELAND, O.—The Cleveland Phonograph Owners Association selected by radio audience, "You Do" as the "Hit Tune of the Month" for October.

This marks the first time that the Hit Tune Party has been sponsored via the radio and also shows the tremendous amount of interest the operator trade group has stirred up in sponsoring the monthly party.

"You Do", which received more than one-third of the votes cast will be placed in the number one spot on approximately 3000 juke boxes throughout the Cleveland area.

The trade group also announced the weekly radio feature known as "Cleveland's Top Ten", conducted by Howie Lund, popular disk jockey here. The top ten records are chosen weekly from a survey among Cleveland record dealers, music operators and disk jockeys.

GREATER THAN EVER!

FRANKIE LANE

SINGS TWO WONDERFUL TUNES

"TWO LOVES HAVE I"

AND

"PUT YOURSELF IN MY PLACE BABY"

Mercury Celebrity Series

No. 5064

Apollo Records Names New Distribs

NEW YORK — Henry Servais, national sales manager for Apollo Records Inc., this city announced the appointment of several new distributing branches for the plattery this past week, upon his return from a tour throughout the country.

United Record Sales Co., San Francisco, Cal. were named to handle the Apollo line throughout Northern California. The distributing firm is headed by Ray Coen and Gordon Wolf, formerly associated with LeRoy Bennet Co.

In Seattle, Washington, the label has been taken over exclusively by C. & C. Distributing Co., while the Wm. B. Allen Supply Co. has been named distributor for New Orleans.

Servais pointed out that numerous other distributor appointments were expected to be made shortly.

Checking Phono Play —

BOSTON, MASS.—Piano maestro Larry Green (right) dropped in to visit Atlas Distributors this past week and was literally mobbed by hundreds of fans.

Exclusive RECORD DISTRIBUTORS, INC.

Take Great Pleasure In

Announcing

THE OPENING OF THEIR EASTERN OFFICES

at

541-543 AVENUE OF THE AMERICAS

NEW YORK 11, N. Y.

A Sweet Melody And Lyric About A Beautiful State

HILLS OF COLORADO

2 SURE-FIRE MONEY MAKERS—RELEASED THIS WEEK

GUY LOMBARDO — Decca

ROBERT SCOTT — Mercury

LONDON MUSIC CORP. (Joe Santly, Gen. Mgr.) 1619 Broadway, New York 19, N. Y.

• ALL EQUIPMENT APPEARING ON THIS AND FOLLOWING PAGE LISTED ONLY UNTIL MACHINES ARE NO LONGER IN PRODUCTION.

MUSIC

A.M.I.
- Model A $897.50
- Automatic Hostess Complete 20 Station Unit 14,800.00

HIDEAWAY CAB. W/Selective Play Mech.:
- W/Amplifier and Remote Volume Control 515.00

HIDEAWAY CAB. W/Continuous Play Mech.:
- W/Amplifier and Remote Volume Control 482.50
- W/Amplifier—No Remote Volume Control 470.00
- Complete—No Amp., No Volume Control 410.00

AIREON
- Blonde Bombshell $699.50
- Super DeLuxe Phonograph 897.00
- Fiesta DeLuxe 699.50
- Trio (Wall Box) 69.50
- Solo (Wall Box) 46.50
- Impresario (Speaker) 42.27
- Melodeon (Speaker) 52.97
- Carilleon (Speaker) 56.18

FILBEN
- Mirrocle Cabinet 325.00
- 30 Selection Stowaway Mech. 398.00

BUCKLEY
- Music Box 25.00

MILLS INDUSTRIES
- Constellation 795.00

PACKARD MFG. CORP.
- Manhattan Phonograph 1,000.00
- Pla Mor Phonograph (Model 7) 795.00
- Hideaway (Model 400) 450.00
- Wall Box (Butler) 39.95
- 1000 Speaker (Paradise) 159.50
- Wall Box (Butler 10c) 41.95
- 950 Speaker 57.50
- 650 Speaker 19.75
- Spot Reflector 8.50

PERSONAL MUSIC CORP.
- Measured Music Boxes, 5c-10c 35.00
- Studio Amplifier 505.00
- Studio Timing Control Unit 250.00
- Master Power Supply Units 140.00

ROCK-OLA
- 1422 Phonograph (Net) 728.00
- 1424 Playmaster 440.00
- Model 1807 Moderne Corner Spkr. 107.50
- Model 1906 Remote Volume Control 6.90
- Model 1530 Wall Box 39.50
- Model 1603 Wall Speaker 42.50
- Model 1606 Tonette Wall Speaker 21.50
- Model 1608 Tone-O-Lier Speaker 65.00
- Model 1607 Tonette Wall Speaker 19.75
- Model 1531 DeLuxe Bar Bracket 8.25
- Model 1533 Universal Bar Bracket 3.90
- Model 1795 Wall Box Line Booster 16.35

SEEBURG
- 147-M Symphonola w/remote control 875.00
- 147-S Symphonola 805.00
- H-147-M RC Special 525.00
- Wireless Wallomatic 58.50
- Wired Wallomatic 46.50
- 5-10-25c Wireless Wallomatic 75.00
- 5-10-25c Wired Wallomatic 62.50
- Teardrop Speaker 19.95
- Teardrop Speaker w/volume control 22.50
- Recess Wall & Ceiling Speaker 18.00
- Mirror Speaker 49.50
- Duo Volume Control 21.90
- Power Supply 14.50
- Master Amplifier 53.50
- Master Selection Receiver 118.00
- Wired Master Selection Receiver 105.00
- Electric Selector 86.00
- Remote Speaker Amplifier 44.20
- Solenoid Drum for 147-S 60.50

SOLOTONE CORP.
- Leveling Pre-Amplifier 44.50

MUSIC

WURLITZER
- 1100 Phonograph ..... No Price Set
- 1080 Colonial 875.00
- 1015 Std Phonograph 914.50
- 1017 Concealed Chgr. 499.50
- 3020 5-10-25c 3-Wire Wall Box 69.50
- 3025 5c 3-Wire Wall Box 42.50
- 3031 5c 30-Wire Wall Box 39.50
- 3045 5c Wireless Wall Box 48.50
- 215 Wireless Transmitter 17.50
- 216 Wireless Impulse Rec. 22.50
- 217 Aux. Amplifier 30.00
- 218 30-Wire Adap. Terminal Box 15.00
- 219 Stepper 35.00
- 4000 Aux. Steel Speaker 45.00
- 4002 Aux. Plastic Speaker 45.00
- 4003 Aux. Wooden Speaker 17.50
- 4004 Musical Note Speaker 27.50
- 4005—Round Walnut Speaker 22.50
- 4006—Round Mirror Speaker 32.50
- 4007—Oval DeLuxe Speaker ..... No Price Set
- 4008—Super DeLuxe Speaker ..... No Price Set
- 4009—Recessed Wall Speaker 21.50
- Model 28—Remote Volume Control 24.00
- Model 241—Outdoor Speaker 55.00

PINS

BALLY
- Eureka 489.50
- Silver Streak 289.50

CHICAGO COIN
- Gold Ball 279.50

EXHIBIT
- Coed 295.00

GENCO
- Bronco ..... No Price Set

GOTTLIEB
- Bowling League ..... No Price Set

J. H. KEENEY & CO
- Click 295.00

P. & S.
- Shooting Stars 249.50

UNITED MFG. CO.
- Hawaii 275.00

WILLIAMS
- All Stars ..... No Price Set

COUNTER GAMES

A.B.T. MFG. CORP.
- Challenger 65.00

BALLY MFG. CO.
- Heavy Hitter 184.50
- w/stand 196.50

GOTTLIEB
- DeLuxe Grip Scale 39.50

SKILL GAMES CORP.
- Bouncer 44.50

ONE-BALLS

BALLY
- Jockey Special 645.00
- Jockey Club 645.00

GOTTLIEB
- Daily Races (F. P. Model) 650.00

BELLS

BELL-O-MATIC CORP.
- 5c Jewel Bell 248.00
- 10c Jewel Bell 253.00
- 25c Jewel Bell 258.00
- 50c Jewel Bell 338.00

GROETCHEN
- Columbia Twin JP 145.00
- Columbia DeLuxe Club 209.50

MILLS SALES CO. LTD.
- Dollar Bell ..... No Price Set

O. D. JENNINGS
- 5c Std Chiefs 269.00
- 10c Std Chiefs 279.00
- 25c Std Chiefs 289.00
- 50c Bronze & Std Chiefs 399.00
- 5c DeLuxe Club Chiefs 299.00
- 10c DeLuxe Club Chiefs 309.00
- 25c DeLuxe Club Chiefs 319.00
- 25c DeLuxe Club Chief 429.00
- 5c Super DeLuxe Club Chief 324.00
- 10c Super DeLuxe Club Chief 334.00
- 25c Super DeLuxe Club Chief 344.00
- 50c Super DeLuxe Club Chief 454.00
- 50c Silver Eagle ..... No Price Set

PACE
- 5c DeLuxe Chrome Bell 245.00
- 10c DeLuxe Chrome Bell 255.00
- 25c DeLuxe Chrome Bell 265.00
- 50c DeLuxe Chrome Bell 375.00
- $1.00 DeLuxe Chrome Bell 550.00
- 5c Rocket Slug Proof 245.00
- 10c Rocket Slug Proof 255.00
- 25c Rocket Slug Proof 265.00

CONSOLES

BALLY
- DeLuxe Draw Bell 5c 512.50
- DeLuxe Draw Bell 25c 532.50
- Hi-Boy 339.50
- Triple Bell 5-5-5 ..... 895.00
- Triple Bell 5-5-25 ..... 910.00
- Triple Bell 5-10-25 ..... 925.00

BELL-O-MATIC
- Three Bells, 1947 ..... 735.00

BUCKLEY
- Track Odds DD JP 1250.00
- Parlay Long Shot 1250.00

EVANS
- Bangtails 5c Comb 7 Coin ..... No Price Set
- Bangtails 25c Comb 7 Coin ..... No Price Set
- Bangtail JP ..... No Price Set
- Bangtail FP PO JP ..... No Price Set
- Evans Races ..... No Price Set
- Casino Bell ..... No Price Set
- 1946 Galloping Dominoes JP ..... No Price Set
- Winter Book JP ..... No Price Set

GROETCHEN TOOL & MFG. CO.
- Columbia Twin Falls 485.00

O. D. JENNINGS
- Challenger 5-25 ..... 595.00
- Club Console ..... No Price Set

PACE
- 3-Way Bell Console 5c-10c-25c $690.00
- 5c Royal Console 320.00
- 10c Royal Console 330.00
- 25c Royal Console 340.00
- 50c Royal Console 475.00
- $1.00 Royal Console 650.00

ARCADE TYPE

AMERICAN AMUSEMENT CO.
- Bat a Ball 249.50

CHICAGO COIN MACH. CO.
- Basketball Champ 499.50

EDELMAN DEVICES
- Bang A Fitty:
  - 10' — 8" 450.00
  - 11' — 8" 450.00
  - 13' — 8" 500.00

ARCADE TYPE *(continued)*

ESSO MANUFACTURING CORP.
- Esso Arrow ..... No Price Set

INTERNATIONAL MUTOSCOPE CORP.
- Atomic Bomber (Model B) 375.00
- Deluxe Movie Console 150.00
- Deluxe Movie Counter 140.00

METROPOLITAN GAMES
- Card Vendor 29.50
- Double Up Skill Bowl 399.50

SCIENTIFIC MACH. CORP.
- Pokerino, Location Model 5 ..... 279.50

TELECOIN CORP.
- Quizzer ..... No Price Set

TELEQUIZ SALES CO.
- Telequiz 795.00

MERCHANDISE MACHINES

CIGARETTE MACHINES

C. EIGHT LABORATORIES
- "Electro" 189.50

NATIONAL VENDORS, INC.
- Model 9E (Electric) 321.70

ROWE
- Crusader (8 Col) w Stand 145.75
- Crusader (10 Col) w Stand 162.25

U-NEED-A VENDOR
- Monarch 6 Col w Stand 149.50
- Monarch 8 Col w Stand 159.50

MERCHANDISE VENDORS

A. B. T. MFG. CORP.
- "Auto Clerk"—(Gen'l Mdse.) .....

ADAMS-FAIRFAX CORP.
- Cash Tray Vendor .....

ASCO VENDING MACH. CO.
- Nut Vendor .....

ATLAS MFG. & SALES CO.
- Bulk Vendor .....

AUTOMATIC BOOK MACH. CO.
- "Book-O-Mat" .....

AUTOMATIC DISPENSERS, INC.
- "Drink-O-Mat" .....

BALLY MFG. CO.
- Drink Vendor .....

BERT MILLS CORP.
- "Hot Coffee Vendor" 540.00

COAN MFG. CO.
- U-Select-It—74 Model 85.50
- U-Select-It—74 Model DeLuxe 95.50
- U-Select-It—126 bar DeLuxe 127.50

DAVAL PRODUCTS CO.
- Stamp Vendor "Postmaster" .....

HOSPITAL SPECIALTY CO.
- Sanitary Napkin Vendor .....

INTERNATIONAL MUTOSCOPE CORP.
- Photomatic 1495.00
- Voice-O-Graph 1495.00

KAYEM PRODUCTS
- Vit-O-Mins Vendor .....
- Dental Kit Vendor .....
- Chewing Gum Vendor .....

MALKIN-ILLION CO.
- "Cigar Vendor" .....

NORTHWESTERN CORP.
- "Bulk Vendor" .....

REVCO, INC.
- Ice Cream Vendor .....

RUDD-MELIKIAN, INC.
- "Dwik-Cafe" Coffee Vendor .....

SHIPMAN MFG. CO.
- Stamp Vendor .....

TELECOIN CORP.
- Tele-juice .....

THIRST—AID, INC.
- Drink Vendor .....

U. S. VENDING CORP.
- Drink and Merchandise Vendor .....

VENDALL CO.
- Candy Vendor .....

VENDIT CORP.
- Candy Vendor 149.50

VIKING TOOL & MACH. CORP.
- Popcorn Vendor .....

REDUCED PRICES

ON

USED AMI HOSTESS PARTS

SUBSCRIBER CABINETS	$115.00
AMPLIFIERS	75.00
PRE-AMPS	15.00
TURNTABLES	8.00
TURNTABLES COMPLETE	15.00
MIKES WITH SHELLS	7.00
COIN CHUTES COMPLETE	40.00
SPEAKERS	15.00
COIN DRIVE MOTORS	5.00
RECORD RACKS	65.00
SWITCHBOARDS COMPLETE	Write for Price

CONSOLES WITH 5 TURNTABLES AND PRE-AMPS
Write for Price

COMPLETE AMI HOSTESS UNIT OF 10 or MORE
Write or Phone for Real Low Price

Send Shipping Instructions With Order

Terms: 1/3 Deposit, Balance C.O.D.

RUNYON SALES CO.

123 W. RUNYON ST., NEWARK 8, N. J.

(Phone: Bigelow 3-8777)

HERE'S A PICK-UP FOR DROOPING COLLECTIONS

Chicago Coin's GOLD BALL

IT'S PATENTED GOLD BALL AUTOMATICALLY SCORES DOUBLE

It's Got ALL the NEW FEATURES
Plus the GOLD BALL Idea

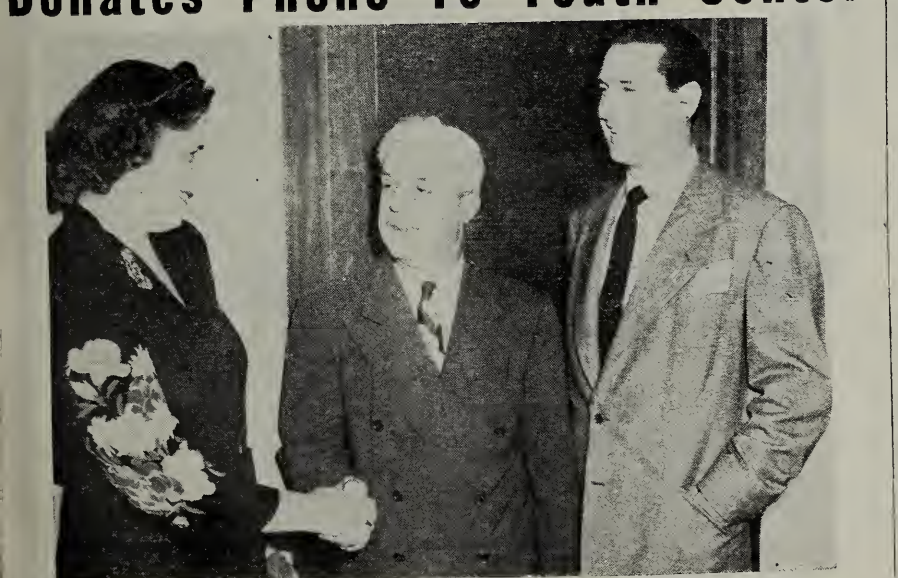
FOUR SILVER BALLS AND ONE GOLD BALL. Silver balls register from 10,000 to 50,000. The gold ball automatically registers double score.

FREE! SEND FOR CHICAGO COIN'S NEW COMPLETE PARTS CATALOG!

CMI COIN MACHINE INDUSTRIES, INC. MEMBER

Chicago Coin MACHINE CO.
1725 DIVERSEY BOULEVARD • CHICAGO 14, ILLINOIS

Donates Phono To Youth Center



CHICAGO — Ray Cunliffe (center), president of the Illinois Phonograph Operators Association, being thanked by Barbera and band leader Freddy Nagel, for his contribution of an automatic music machine to the Northbrook, Illinois, Youth Center.

The phonograph proved out to be the center of attraction for the young folks of the Youth Center.

The Illinois Phonograph Operators Association has undertaken a public relations program which will continue to cooperate with youth centers thruout the state. Thru this program, coinmen are given considerable favorable publicity and at the same time educate the younger generation to play coin operated music machines.

Backe Continues To Win Tennis Trophies

MERRICK, L. I.—Earl Backe, National Novelty Company, has been winning tennis tournaments for more years than he likes to admit.

However, the six foot athlete continues to add trophies to his collection. This past week, Backe won two first place medals, and another for placing fourth in singles, at the club tournament at Piping Rock Club, in Long Island.

Backe won first place in the tournament in the mens' doubles and also in the mixed doubles.

ROCK-OLA
THE PHONOGRAPH THAT Sells MUSIC

Exclusive Distributors
CONSOLIDATED DISTRIBUTING CO.
1910 GRAND AVENUE
KANSAS CITY, MO.

COLE
BALL

WORLD'S LARGEST DISTRIBUTING HOUSE

28,000 SQ. FT. BETTER DISPLAY— SUPER SERVICE!

EMPIRE COIN SUPER MARKET

1012-14 MILWAUKEE AVE

GMI MEMBER

Sale!

NEW IN ORIGINAL CRATES!

AT *LESS* THAN MANUFACTURER'S COST!

BAT-A-BALL, Sr.

UPRIGHT MODEL

ORIGINAL PRICE $249.50

NOW ONLY → $84.50 EA.

Quantity is Limited

ORDER NOW!

BAT-A-BALL, Jr.

WITH STAND

ORIGINAL PRICE $79.50

NOW ONLY → $29.50 EA.

SPECIAL COMBINATION OFFER—BOTH FOR $104.50

Legal Everywhere, Entirely Mechanical, Ideal For Small Floor Space, Plenty of Play Appeal!

BRAND NEW CLOSEOUTS!

CHICAGO COIN PLAY BOY	$204.50
BALLY DOUBLE BARREL	145.00
MARVEL LIGHTNING	199.50
AMUSEMATIC TUMBLER	250.00
GENCO WHIZZ & STAND	79.50

OUR SUPER VALUES!

GOLDEN FALLS, Reg. J.P., New Reb.	5c....$140;	10c....$145;	25c....$150
GOLDEN FALLS, H.L., New Reb.	5c....$150;	10c....$155;	25c....$160
JEWEL BELL, New Reb.	5c....$170;	10c....$175;	25c....$180
JEWEL BELL, Replacement Cabinets			59.50
50c MILLS GOLDEN FALLS, H.L., New Rebuilt			199.50

NEW PIN GAMES

MARVEL OSCAR	
GENCO BRONCO	
BALLY SILVER STREAK	289.50
P. & S. SHOOTING STARS	149.50
GOTT. BOWLING LEAGUE	294.50
CHICOIN GOLD BALL	279.50
EXHIBIT COED	295.00
GENCO HONEY	279.50

IMMEDIATE DELIVERY

NEW ARCADE MACHINES

SPEEDWAY BOMBSIGHT	$359.50
ADVANCE ROLL	469.50
PREMIER BOWLO	425.00
PREMIER TEN GRAND, 10½ Ft.	450.00
BASKET B. CHAMP	495.50
POKERINO	245.00
METAL TYPER	445.00
BIG CITY (Roll Down)	425.00
IDEAL FOOTBALL	365.00
ARIST-O-SCALE	115.00
MIR-O-SCALE	125.00
WATLING FORTUNE SCALE	WRITE
AMERICAN FORTUNE SCALE	169.50

NEW COUNTER GAMES

POP-UP	$ 24.50	DAVAL MARVEL, CIG.REELS	39.50
ABT CHALLENGER	49.50	IMP., 1c or 5c	$ 14.50
FOLDING STAND	11.95	BEST HAND	30.00
GOTT. GRIP SCALE	39.50	MEX. BASEBALL	30.00
GRIP-VUE	49.95	SKILL THRILL	30.00
BASKETBALL, 1c	39.50	FREE PLAY—SPECIAL	30 00
WITH STAND	49.50	HEAVY HITTER	160.00
KICK. & CATCHER	37.50	WITH STAND	175.00

NEW SLOTS

	5c	10c	25	50c
JENNINGS LITE-UP CHIEF	$324	$334	$344	$454
JENNINGS STANDARD CHIEF	269	279	289	369
MILLS BLACK CHERRY	220	225	230	320
MILLS GOLDEN FALLS, H.L., 2-5	230	235	240	330
WATLING ROLATOP	175	200	225	300
MILLS VEST POCKETS	$74.50—LOTS OF 2			65.00

GROETCHEN DE LUXE COLUMBIA...$145.00; J. P. COLUMBIA...$110.00

SLOTS, SAFES, STANDS

CHICAGO METAL REVOLVAROUND—DE LUXE
Single, $119.50; Double, $174.25; Triple $262.00
BOX STANDS ..... $27.50 FOLDING STANDS 12.50

NEW ONE BALLS

BALLY JOCKEY CLUB, P.O.	$645.50
BALLY JOCKEY SPECIAL, F.P.	645.50
GOTT. DAILY RACES	650.00
BALLY EUREKA	489.50

NEW CONSOLES

BALLY HI-BOY	$339.50
BALLY TRIPLE BELL	895.00
DE LUXE DRAW BELL	512 50
MILLS 3 BELLS	645.00
JENN. CHALLENGER	595.00
EVANS BANGTAILS	595.00
EVANS WINTERBOOK	729.50
EVANS RACES	875.00
BAKERS PACERS, 5c, D.D.	629.50
BAKERS PACERS, 25c, D.D.	689.50
GROETCHEN TWIN FALLS	439.50

NEW VENDORS

SILVER KING, 1c or 5c NUT OR GUM BALL	$ 13.95
SILVER KING HOT NUT VENDOR	29.95
VICTOR MODEL V, 1c GLOBE TYPE	11.75
CABINET TYPE	13 75
25c SANITARY VENDORS	22.50
FOR ALL SPECIAL USES	WRITE

WILLIAMS GREATEST MONEY MAKER!

→ **ALL STARS.....$429.50** ←

USED PIN GAMES

HAVANA	$169 50	HI HAT	44.50
MYSTERY	159.50	TEXAS MUSTANG	44.50
BAFFLE CARD	149 50	GENCO VICTORY	44.50
SHOW GIRL	149.50	CLOVER	44.50
SMARTY	149.50	FLYING TIGERS	44.50
SUPER SCORE	139.50	VELVET	44.50
FIESTA	139.50	WILDFIRE	44.50
SPELLBOUND	139.50	MONICKER	44.50
SUPER SCORE	139.50	PRODUCTION	39.50
FAST BALL	129.50	SEA HAWK	39.50
STEP UP	129.50	P.&S. SHANGRI-LA	39.50
SUPERLINER	119.50	EAGLE SQUADRON	39.50
MIDGET RACER	99 50	JUNGLE	39.50
CARNIVAL	99.50	GUN CLUB	39.50
BIG LEAGUE	94.50	STAR ATTRACTION	39 50
STAGE DOOR CANTEEN	89.50	BELLE HOP	39.50
SURF QUEEN	79.50	ALL AMERICAN	39 50
BIG HIT	79 50	CHAMPS	39.50
YANKEE DOODLE	69.50	BOLAWAY	39.50
LIBERTY GOTT.	59.50	SHOW BOAT	39.50
BIG PARADE	59.50	STARS	39 50
KNOCK OUT	59.50	VENUS	39.50
SKY CHIEF	59.50	TOWERS	39.50
KEEP 'EM FLYING	54 50	MIAMI BEACH	39.50
SOUTH SEAS	54.50	ABC BOWLER	39.50
STREAMLINER	54.50	'41 MAJORS	39.50
SANTA FE	54.50	INVASION	39.50
ARIZONE	54.50	SEVEN UP	39.50
BRAZIL	54.50	PARATROOPS	39.50
TRADE WINDS	54.50	BOMBARDIER	39.50
MIDWAY (United)	49.50	TEN SPOT	39.50
5-10-20	49.50	STRATOLINER	39.50
BOSCO	44.50	CLICK	39.50
KISMET	44.50	BANDWAGON	37.50
GENCO DEFENSE	$44.50	DRUM MAJOR	34.50
YANKS	44.50	MARINES	34.50
4 ACES	44.50		

SLOTS

BONUS BELL, 5c..$119.50; 10c..$129.50; 25c..	139 50
5c SILVER CHROME, 2-5 or 3-5 P.O.	119.50
10c SILVER CHROME	129.50
GOLD CHROME, 5c..... 119.50; 10c.....	129.50
5c MILLS Q.T.	89.50
5c MILLS BLUE FRONT .....99.50; 10c.....	$109 50
10c BROWN FRONT	119.50
5c GOLD CHROME, H.L. .... 129.50; 10c.....	139.00
25c MILLS CLUB CONSOLE	149.50
VEST POCKETS, 1946 Model	49.50
10c BLACK CHERRY, NEW REB.	134.50
5c JENN. SILVER CHIEF	99.50
25c BLACK CHERRY, REB. 2-5	139.50
5c JENN. CLUB CONSOLE CHIEF	149.50
COLUMBIA J.P., 1946 Model	89 50
5c JENN. BRONZE CHIEF, 2-5	199.50
10c WATLING ROLATOP	79.50
JENN. CIGAROLA, MODEL XV	99.50

JENN. LITE-UP CHIEFS—Used 10 Days
5c—$215; 10c—$225; 25c—$235.

ONE BALLS

VICTORY SPECIAL, AUTO. SHUFFLE	$315.00
CLUB TROPHY, F.P.	74.50
PIMLICO, F.P.	89.50
'41 DERBY	79.50
RECORD TIME, F.P.	69.50
LONGACRE, F.P.	129.50
TURF KING, P.O.	99.50
JOCKEY CLUB, P.O.	89.50
MILLS OWL, 1 OR 5 BALL, F.P.	49.50
LONGSHOT, P.O.	74.50
KENTUCKY, P.O.	74.50
SPORT KING, P.O.	69.50
VICTORY DERBY, P.O.	179.50

CONSOLES

5-25c KEEN, 2 WAY BONUS SUPERS	$625.00
25c KEFNEY BONUS SUPER BELL	449.50
5c KEENEY BONUS SUPER BELL	395.00
BAKERS PACERS, D.D. I.P.	375 00
5c COMB. SUPER BELLS	79.50
BALLY SUN RAYS, F.P.	69.50
HI HAND COMB.	99.50
WATLING BIG GAME, 5c, P.O.	69.50
5c PACE SARATOGA SR., P.O.	99.50
5c PACE REELS, COMB.	89 50
JENN. FAST TIME, P.O.	59.50
BALLY BIG TOP, P.O. or F.P.	69.50
MILLS JUMBO, LATE HEAD	69 50
JENN. SILVER MOON, F.P.	69.50
5c BALLY CLUB BELL	99.50
25c BALLY CLUB BELL	109.50
EVANS LUCKY STAR	149.50
GALLOPING DOMINOS, J.P.	149.50

ARCADE

AMUSEMATIC BOOMERANG	$149.50
EVANS TEN STRIKE, 1947 MODEL	239.50
EVANS TEN STRIKE	89.50
WILLIAMS ZINGO	89.50
EVANS TOMMY GUN	94.50
BALLY DEFENDER	119.50
BATTING PRACTICE	89.50
GENCO WHIZZ—Like New	59.50
SHOOT TO TOKYO	79.50
SHOOT THE CHUTES	79.50
CHICAGO COIN GOALEE, Like New	169.50
GOTT. 3-WAY GRIPS, 1946 Model	24.50
CHICAGO COIN HOCKEY	89.50
RAPID FIRE	74.50
PITCHEM & CATCHEM	50.00
BALLY SKY BATTLE	99.50
EXH. HAMMER STRIKER	47.50
ADVANCE SHOCKER	17.50
BALLY UNDERSEA RAIDER	139.50
KICKER & CATCHER	24.50
ART MODEL F, BLUE	24.50
BALLY HEAVY HITTER & STAND	139.50

ONE-HALF DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • PHONE: HUMBOLT 6288 • CHICAGO 22, ILL.

HAWAII

by UNITED

with **SUPER**

BONUS FEATURE

FIVE-BALL
NOVELTY
REPLAY

INCENTIVE SCORING POCKETS

MANY WAYS TO SCORE REPLAYS

HIGH SCORE BUILD-UP

STEPPED-UP PROFITS

"GREATER THAN MEXICO"

SEE YOUR DISTRIBUTOR

GIVE TO THE DAMON RUNYON CANCER FUND

UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY CHICAGO 40, ILLINOIS

Saginaw Forms Chapter of Michigan Phonograph Owners Association

Grand Rapids Ops Gather To Form Chapter

SAGINAW, MICH.—A new Saginaw Chapter of the Michigan Phonograph Owners' Association held its organizational meeting a short time ago. At this time the body elected temporary officers and trustees to serve until permanent officers could be elected at a meeting to be held on October 15.

The headquarters for the new chapter has been temporarily set up at the Ace Automatic Music Company, 127 N. Jefferson, Saginaw, Mich. Jack Hickson, owner of Ace has donated his office space and part of his secretary's time to serve the new chapter.

Temporary officers elected were: Earl Gardner, President; Joseph Catizone, Vice President; William Crinzi, Sec'y-Treas.; and Trustees: C. Owen Smith and Mrs. Parks.

An organizational meeting to form a Grand Rapids Chapter of the Michigan Automatic Phonograph Owners' Association was held this past week at the Morton Hotel in Grand Rapids. This chapter will be third in the state of Michigan.

Changes Name To Wolf R. Roberts

DENVER, COLO.: It's Wolf R. Roberts now!

Wolf Reiwitz, head of Wolf Sales Company, this city, announced to the trade that he has changed his name to Wolf R. Roberts.

Wolf heads the firm that distributes Wurlitzer phonographs in this city, with offices in El Paso, Texas; Salt Lake City, Utah, and Phoenix, Arizona.

For many years, Wolf has been known in Denver as one of its leading citizens, contributing to many charitable organizations, and is known thruout the country as one of the coin industry's leading distributors.

COMING!

A.M.

THE DAWN OF A NEW ERA IN AUTOMATIC SELLING!

FREE-PLAY PIN GAMES

ONLY $59 each

AIR CIRCUS
BOMBARDIER
CASABLANCA
FLAT TOP
HOLLYWOOD
IDAHO
KNOCK OUT
LAURA
TRADE WINDS
OKLAHOMA
OPPORTUNITY
SANTA FE
SKY CHIEF
YANKS

ONLY $125 each

BIG HIT
BIG LEAGUE
DOUBLE BARREL
FAST BALL
MIDGET RACER
SHOW GIRL
SMARTY
STEP UP
SUPERLINER
SUSPENSE

ONLY $19 each

CROSS LINE
FLICKER
REPEATER
SARA SUZY
SHORTSTOP
SKY LINE
SKY RAY
VELVET

ONLY $89 each

STAGE DOOR CANTEEN
SURF QUEEN

All used equipment perfectly reconditioned and fully guaranteed!

MEMBER

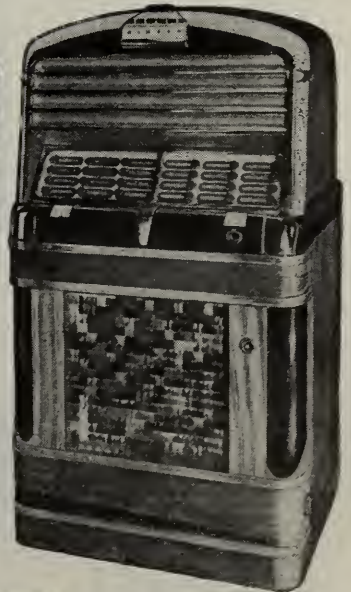
FRANKEL DISTRIBUTING COMPANY

Serving the "Heart of America"

ROCK ISLAND, ILL. • 2532 Fifth Ave. • Phone 153
DES MOINES, IA. • 1220 Grand Ave. • Phone 3-0184
OMAHA, NEB. • 1209 Douglas St. • Ph. Atlantic 3407
KANSAS CITY, MO. • 3814 Moin St. • Ph. Westport 4456

IT'S ALWAYS "fiesta" TIME WHEN MUSIC OPERATORS MAKE THEIR COLLECTIONS

from the Aireon "fiesta"



EXCLUSIVE DISTRIBUTORS

HERMITAGE MUSIC COMPANY

423 BROAD STREET
NASHVILLE 3, TENN.

1904 EIGHTH AVENUE, N.
BIRMINGHAM, ALABAMA

Buckley BUILDS THE Best

NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS HAMMERLOID OR WRINKLE

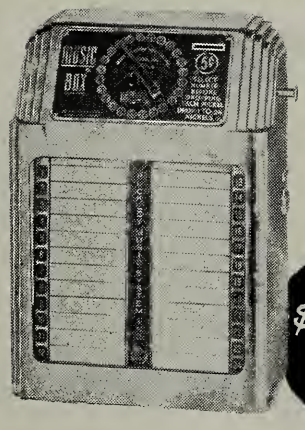
YOUR CHOICE OF:

Cherry or Diamond Ornaments, Maroon, Copper, Gold, Green, Aluminum Gray, Chocolate, Surf Blue.

- **Complete new precision-built light wood Cabinets expertly finished with perfect fit new aluminum castings.**
- **Club Handle and Handle Collar chrome plated.**
- **Heavy brass chrome plated etched Reward Plates, 2/5 or 3/5.**
- **5c-10c-25c chrome Denominator Coin Intake.**
- **Payout Cups with anti-spoon Cup.**
- **Drillproof Plates.**

$50.00

THE NEW Music Box



$25.00

Buckley gave Music Operators the FIRST practical and profitable music box at the LOWEST PRICE. Today, Buckley leads the field by offering a NEW music box of advanced design and perfection at a NEW LOW PRICE.

Quality of material and workmanship have not been sacrificed. This sensational low price is the result of economies realized in large quantity production.

The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug rejector and double capacity cash box. Complete program of selections always in full view. Buckley's exclusive features of construction, combined with outstanding beauty and eye appeal makes this the outstanding remote control music box . . . equally popular for wall or bar installation.

TRACK ODDS

BUCKLEY TRACK ODDS has long been recognized as the only seven-coin race horse console that would stand up month after month—year after year—and outearn all other coin machines.

Buckley operators know this to be a fact. Experience has proved that no other machine can even come in a close second from the standpoint of earnings. Every day new operators are finding out that the new BUCKLEY TRACK ODDS are even more profitable to operate than they hoped for.

$1250.00

Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

(PHONE: VAN BUREN 6636-37-38-6533)

The Whole Industry's Talking

ABOUT

Videograph

WITH *Emerson* TELEVISION

The two coin operated music and television systems that will be introduced to the coin machine field at the...

SALLE MODERNE ROOM
HOTEL PENNSYLVANIA
OCT. 17-18-19 • 10 A.M.–10 P.M.

VIDEOGRAPH CORPORATION

601 WEST 26TH STREET • NEW YORK 1, N. Y.

Packard Regional Managers Meet

INDIANAPOLIS, IND. — Nine regional managers of Packard Manufacturing Corporation gathered at the Indianapolis Athletic Club to give a hearty greeting to Senator Homer E. Capehart and the recently appointed general sales manager, Charles L. Cade.

The meeting opened Sunday, September 21, with a trip through the factory for all to see the new Packard phonograph "Manhattan" on the production line.

On Monday, the regional managers visited the factory again, and this time spent the morning discussing various business topics, sales and advertising. A "Profit Sharing Plan" for all regional managers was the main topic of discussion. The afternoon was spent in fifteen minute talks with various department heads, after which the group left for their own territories with many new ideas to present to their distributors.

Pictured above is the group who attended the banquet at the Indianapolis Athletic Club: Left Row: Joseph B. Weaver, Engineering Dept.; Robert D. Cheesman, Sales Dept.; Tony J. Hicklin, Assistant Sales Manager; Clarence O. Drollinger, Engineering Dept.; Charles E. Pheasant, Personnel Mgr.; Art Nagel, Regional Manager; J. Harry Payne, Regional Manager; William C. Mossbarger (standing) Regional Manager; Robert S. Bleekman, Regional Manager; Charles H. Parker, Vice-President and Factory Manager; Charles L. Cade, General Sales Manager; Senator Homer E. Capehart; William H. Krieg, President; M. J. Smith, Secy.-Treas.

Second Row, Left: Harry I. Drollinger, Regional Manager; William F. Merchant, Regional Manager; Oliver O. Kennedy, Engineering Dept.; Dorman B. McShan, Engineering Dept.; Herbert E. Wedewen, Regional Manager; Earl V. Hess, Regional Manager; William E. Woodworth, Production Manager.

Third Row from Left: Leonard Branson, Serviceman; William P. Bolles, Advertising Manager; Harvey Griggs, Engineering Dept.; Horace Moorman, Advertising Agency; Maxwell M. LeGallienne, Serviceman; Samuel J. Burnsten, Serviceman; Lewis G. Stewart, Service Manager.

Right row: Harry Cullen, Serviceman; William Jordan, Serviceman; John F. Gigax, Purchasing Agent; Gus Erickson, Chief Engineer; Joseph Ratliff, Collection and Credit Manager; Donald V. Kennedy, Regional Manager.

Factory Employees Contribute To Fund

CHICAGO — Not only are the manufacturers contributing individual donations to the CMI Cancer Fund Drive, but have instituted appeals to the employees of their companies.

The CMI Public Relations office announced that they have received a donation of $103.10 from the D. Gottlieb & Company employees. A. Jerard, Superintendent and spokesman for the group stated: "We are proud of the part the Coin Machine Industry is taking in the fight against Cancer and feel that it is a privilege to contribute to this worthy cause."

A. J. Renn, Executive Vice President and General Manager of Lion Manufacturing Company, stated "Although the Campaign has just started, our industry has already received much favorable newspaper and radio comment. Newspapers and radio are saying good things about us instead of bad—which is good for our business, and good for you as one who earns a living in this business."

Donation boxes have been posted in the Lion plant, and employees have been solicited to add their dimes and quarters to the Fund.

"We at Lion have a special reason for being interested in the Campaign," continued Renn, "because Ray Moloney, our president, is Chairman of the National Commitee and is working very hard to raise a really huge amount for the Fund."

Other manufacturers are in the process of setting up similar contribution programs in their plants.

You'll have fewer out-of-order calls with a Jennings!

O. D. Jennings & Co. 4309 W. Lake St. Chicago 24, Ill.

FOR HIGH-SPEED NOVELTY PROFITS

Tie On To

SILVER STREAK

By

Bally

CONVERTIBLE 5 OR 3 BALL

NOVELTY OR FREE PLAY

NEW TEASING TANTALIZING QUALIFY FEATURE

FLASH-ACTION SPEED-BOAT RACE ON BACK GLASS

PACKED WITH SUSPENSE AND SKILL THRILLS

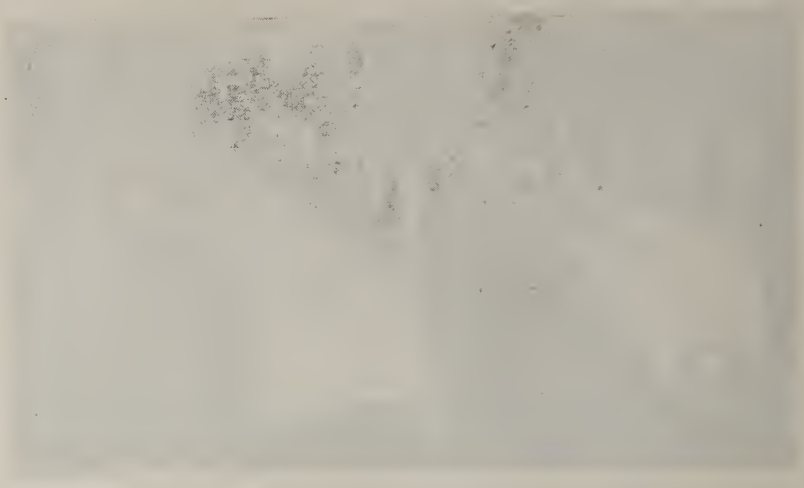
6 WAYS to WIN

GIVE TO THE DAMON RUNYON CANCER FUND

PAUL A. LAYMON, INC.

DISTRIBUTORS FOR BALLY MFG. CO. IN SO. CALIF., SO. NEVADA AND THE HAWAIIAN ISLANDS

1429-31 and 1503 W. PICO BLVD. (Phone: PRospect 7351) LOS ANGELES, CALIF.



NEW - IMPROVED

Williams

ALL STARS

[100% MECHANICALLY PERFECT]

Sam Stern
SCOTT-CROSSE CO., PHILADELPHIA
says:
"ALL STARS earns more money than any machine you've seen in years!"

ORDER NOW!

Remember, only a limited quantity are being manufactured.
See Your Distributor Today!

MEMBER

Williams
MANUFACTURING
COMPANY
161 W. HURON STREET CHICAGO 10, ILLINOIS

NEW - IMPROVED

ALL STARS

Servicemen Receive Rock-Ola Diplomas

CHICAGO — Forty-five service men, who recently completed the Rock-Ola Service Training Course, will receive diplomas from the Rock-Ola Manufacturing Corporation. These forty-five men are the first to receive this recognition under Rock-Ola's new Service Training Program.

Upon completion of the course, each individual is given an examination covering the mechanical and electrical operation of the Rock-Ola phonograph. The examination papers are then forwarded to the factory where they are corrected by the Service Staff.

A service man receiving a passing grade on his examination is immediately forwarded a diploma, framed and personally signed by David C. Rock-Ola, president of the Rock-Ola Manufacturing Corporation, and by the distributor in whose territory the service man operates. A personal letter from the company is also sent to the serviceman, complimenting him on the satisfactory completion of the course.

Names of the service men and their distributors are listed below: BADGER NOVELTY COMPANY, MILWAUKEE, WIS.: Laddie Steinhoff, Kenosha; Irving Barrett, Racine; R. E. Van Toor, Milwaukee; Charles F. Meissner, Waukesha; and Wesley Wight, Kenosha. LA BEAU NOVELTY SALES COMPANY, ST. PAUL, MINN.: Duane J. Adams, Blue Earth; Harold R. Steiro, Minneapolis; L. Larie, Northome; F. Nager, Grand Rapids; Albert P. Wagner, Winnebago; Jerome L. Awe, St. Paul; O. Lodgoard, St. Paul; Frank Cornwell, St. Paul; Bud Labrie, Northome; John Howe, Foley; George Gerry, St. Paul; H. Thompson, St. Paul; C. M. Iverson, St. Paul; Bob Earley, International Falls; Carlten Gedorey, International Falls; Wade Carpenter, Bemidji; Harold Peterson, Bethel; Nels E. Nelson, Wilmar; Bruce Ruffing, Wells; A. H. Quade, Rochester; Ben Jahnke, Hutchinson; W. T. Marsh, Bridgewater, S.D.; Gordon Stout, Pierre, S.D.; Charles Bloom, Ft. Pierre, S.D.; Bernard M. Stout, Pierre, S.D.; W. J. Quinn, Bridgewater, S. D. MODERN DISTRIBUTING COMPANY, DENVER, COLO.: L. K. Vosburgh, Denver; A. Smith, Denver; Edward Ciancio, Welby; Anthony Mazone, Denver; H. E. Walker, Denver; John D. Zarlengo, Denver; John Noguchi, Denver; Harold Carnal, Denver; Jerry King, Boulder; Al Sandow, Boulder; L. A. Sherbondy, Denver; Clarence Muchow, Denver; and Frank J. Prechtl, Denver.

National Rejectors Open Service Center In N. Y.

NEW YORK—National Rejectors, Inc., St. Louis, Mo. announced the opening of the National Rejectors Service Company of New York, at 447 West 50th Street, this city, with W. D. Boone in charge.

The New York agency is the newest link in the expansion of National Rejector's service centers. Each is staffed with factory trained men to bring authorized service and parts to the trade in any part of the country, and within overnight reach of any city.

The other centers and their locations are National Rejectors Service Co. of California, Los Angeles; National Rejectors Service Co. of Illinois, Chicago; and the manufacturing headquarters in St. Louis.

GENCO'S

BRONCHO

NOW and ALWAYS A GREAT GAME

plus

GREATER PROFITS!

BRONCHO will more than satisfy the most critical operators as to its money-earning possibilities . . . its power to draw and hold players . . . and to its many NEW and IMPROVED features that combine to make BRONCHO an all time favorite in ANY location . . . large or small!

CMI MEMBER

ORDER FROM YOUR NEAREST DISTRIBUTOR

GENCO BUILDS GREATER GAMES

2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

Videograph To Introduce 3-Way "Television—Radio—Phono" Wall Box

H. F. DENNISON

NEW YORK—H. F. (Denny) Dennison, President and General Manager of the Videograph Corp., this city, reported this past week that the firm would introduce their new three-way "Television-Radio-Phono" wall box in combination with their new television-phono instrument which they will show to the trade for the first time at the Pennsylvania Hotel here on October 17, 18 and 19.

The wall box will feature 6 minutes of non-selective three-way music, either television, radio or phonograph for 5c, and will accept from one to fifteen coins.

"There will be two radios playing all the time according to plans we have outlined", Dennison stated, "and the connection will also be direct to the phono and television mechanism in the combination television-phono unit which we will present."

He also said, "Our arrangements are to have operators obtain at least $30 per week front money guarantee wherever our machine is installed. It is up to the manufacurer to do this and we are going ahead with this plan. Even during a ball game the operator can earn as much as $15 with the non-selective wall box which we have arranged for him and the combo television-phono unit will continue to go right on earning him greater profits than he has ever before enjoyed from any of his locations."

Dennison is also of the belief that, "The average operator is up against a problem of making his music equipment bring him more profit than ever before. He is also up against television in those cities where television is now being broadcast and which is cutting deeply into his take.

"Our unit which combines the famous Emerson television receiver with the coin operated music mechanism the operator already has on the location gives him the opportunity to cash in with the very equipment the locations now want. And", he continued, 'with the addition of our Videograph non-selective boxes he will more than double and triple his collections, for he offers music that does not interfere with the general large unit and also brings a personal touch to the customer."

Dennison was emphatic in his statement that, "Every operator must get at least $30 per week front money guarantee on the mechanism." "He also said, he does not have to ever touch the television receiver. This will be completely taken off his hands by Videograph experts for one full year and, therefore, he is assured of top operation in every case.

"We believe that this is exactly what the entire music machine trade has awaited and that it will bring the biggest boom which the coin operated music field has ever known. It centers at the perfect time while tavern owners and other locations are not in position to quibble about costs and front money due to the heavy charges being made by the average television firm installing sets in their places of business."

Dennison believes that the television receiver will be in constant action during the sporting events, such as baseball, football, boxing, basketball, etc., and that the automatic phono mechanism will get the play when these are over, while some will prefer radio news broadcasts and outstanding radio programs when these are on.

He says that the trade is going to see a most complete music unit on October 17, 18 and 19 and will have a greater opportunity for profit, with his new three-way wall box and his combination Emerson television and automatic phonograph than ever before offered.

"Flying Trapeze" New Gottlieb Game

DAVE GOTTLIEB

CHICAGO—Dave Gottlieb, president of D. Gottlieb & Company, this city, announced this week the introduction of a new novelty five ball game called "Flying Trapeze".

The game features a circus atmosphere on the backboard with colorful light-in-motion presenting an animated trapeze act, high wire act, and human cannonball.

The playing field gives the player a "three-ring whirlwind of balls, bumpers and kick-outs."

Illinois Town Council Passes $25 License On Phonos

CARBONDALE, ILL.—The city council of this city enacted an ordinance placing a $25 license fee on music machines and other music equipment using a coin slot.

The ordinance, in addition to providing the license fee, regulates operation of the machines as to type of music played on them and the manner in which they are operated. According to the ordinance the machines cannot become a neighborhood nuisance by being played too loudly, playing off-color records, or playing beyond restricted hours.

Violation of the provisions of the ordinance are punishable by fines ranging up to $100, with each day a violation exists being considered a separate violation.

The ordinance became effective last week after it had been published and the legal waiting period of ten days had elapsed.

40 SELECTIONS FROM 20 RECORDS

PLUS 20 MORE ADVANCED FEATURES FOUND ONLY IN THE REVOLUTIONARY NEW

MILLS CONSTELLATION PHONOGRAPH

MILLS SALES CO., LTD.
Main Office:
1640 18th ST., OAKLAND, CALIF.
Branches:
600 S.E. Stark St., Portland, Ore.
2827 W. Pico Blvd., Los Angeles, Cal.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE

USED EQUIPMENT

PIN GAMES		ROLL DOWNS	
AMBER	BAFFLE CARD	GENCO TOTAL ROLL	ROL-A-SCORE, 6 Ft.
SHOW GIRL	SPELLBOUND	GENCO PLAY BALL	BANG-A-FITTY
BIG LEAGUE	STEP UP	SPORTSMAN ROLL	

WRITE FOR PRICES

King-Pin EQUIPMENT COMPANY
KALAMAZOO 21, MICH.
826 Mills Street Phone 2-0021
DISTRIBUTING COMPANY
DETROIT 1, MICH.
3004 Grand River Phone TEmple 2-5788

MOTORS REPAIRED WURLITZER — AMI — SEEBURG — ROCK-OLA—MILLS. Rewound to Factory Specifications. Rapid service—repaired or exchanged within 24 hours after arrival. $6.00
Complete No Extras
M. LUBER
503 W. 41st (LOngacre 3-5939) New York

NOW DELIVERING
FILBEN '47—Record Phono
Pantages Maestro Music System
Personal Music Systems

ALSO DISTRIBUTORS FOR
United's MEXICO
Square's SPORTSMAN ROLL
Adams-Fairfax CASH TRAY
U.S.V.C. Refrigerated Vendors

"Wisconsin's Leading Distributors"
UNITED COIN MACHINE COMPANY
6304 W. GREENFIELD (SPRING 8446-8447) MILWAUKEE 14, WISC.

IT'S BOWLING 'EM OVER EVERYWHERE!

GOTTLIEB'S High Score Hit

BOWLING LEAGUE

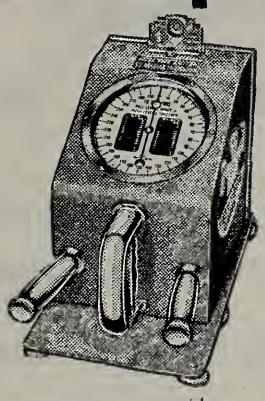
"JET" KICKERS—Action right down to the bottom on each ball! "Jet" Kickers propel ball back through the field for tantalizing recovery shots and EXTRA SCORING!

INCREASED SCORING VALUES When All Pins Are "Down"!

Improved DeLuxe GRIP SCALE

THREE-WAY STRENGTH TESTER

Consistently Best Since 1927



MOST DEPENDABLE!

DAILY RACES

1-Ball Multiple

Payout or Replay Models

ORDER FROM YOUR DISTRIBUTOR

"There Is No Substitute for Quality"

D. Gottlieb & Co.

TWENTY YEARS OF LEADERSHIP

1140 N. KOSTNER AVENUE, CHICAGO 51, ILLINOIS

MEMBER

Farr Elected President Mississippi Ops Assn.

R. A. (DICK) FARR

JACKSON, MISS.—R. A. (Dick) Farr, former Vice-President of the Mississippi Phonograph Operators Association, Inc., has been elevated to the Presidency of the phonograph organization.

Farr replaces Les Griffin, who resigned because of stress of business as distributor for AMI music machines, which kept him out of the city a great deal of the time. "As I have to spend considerable time traveling as AMI distributor thru the states of Mississippi, Louisiana, parts of Texas and Florida, I feel I cannot devote the necessary time to the Association," reports Griffin. "Dick Farr, who has been operating coin machines in and out of the city for the past fifteen years, will make an exceptional fine president and leader of our association."

One of the first duties undertaken by Farr was to inform association members that the next meeting will be held on October 8 at the Heidelberg Hotel, Jackson, at 4 P.M. With the weather becoming cooler, a complete attendance is expected.

Uneeda Appoints Weiner General Sales Manager

MURRAY WEINER

NEWARK, N. J.—J. Breidt, president of Uneeda Vendors, Inc., this city, announced this week that Murray Weiner, one of the country's leading sales executives of merchandise venders prior to the war, has been appointed General Sales Manager.

With a background of twenty years sales experience in the field, Weiner returns to the coin machine business after five years absence spent in commercial activities devoted to the war effort. Breidt, in commenting on the appointment of Weiner, stated "Uneeda has many new plans and innovations in the merchandise machine field to introduce to the trade very shortly, and Weiner, with his long experience and knowledge of the market, is the man to present them to the trade."

Murray Weiner, who took over his duties this week, stayed pretty close to the factory, acquainting himself with the products of Uneeda, but will shortly line up his program to market his company's products. "After looking over the plans of Uneeda, I am especially enthusiastic over its future. In addition to the cigarette vendor (which will be a startling surprise to the industry) we plan on manufacturing a candy machine that will be one of the most outstanding ever presented to the trade."

Plans for sales and distribution are being formulated, according to Weiner, and the trade will be informed very shortly.

ACTIVE Reconditioned GAMES 'NUFF SAID!

For A Complete List of Specials

Drop a Line to Any One of Our 3 Offices

JOE ASH

Active Amusement Machines Co.

666 NORTH BROAD ST., PHILA. 30, PA.
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FOR NEW YORK • NEW JERSEY • NEW ENGLAND

Presented by

BERNARD "BEN" BECKER

Bally Regional Sales Distributor

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Plaza 9-1331

With a terrific all star cast featuring . . .

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REX COIN MACHINE DISTRIB. CORP.
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ASSOCIATED AMUSEMENT, INC.
846 Commonwealth Avenue
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. . . providing complete BALLY Regional Sales Service in their respective local territories and supported by every outstanding operator and jobber in the territory.

This combination, welded together by Ben's able, wholehearted cooperation, territory-wide, now assures everyone maximum benefit and profit from the incomparable BALLY line—1-ball multiples—5-ball free plays—consoles—arcade skill games and the great new developments yet to come.

GET TOGETHER WITH BEN AND...LET'S GO!

George Jenkins, Vice President and General Sales Manager

BALLY MANUFACTURING COMPANY

Two Day Showing By Gordon To Feature Five Machines

CHICAGO —A two day showing by Martin Gordon, Gordon Coin Machine Company, this city, is scheduled to take place at the Hotel Sherman on Saturday and Sunday, October 18 and 19. On display will be five machines—two amusement machines, a cup drink vender, the Filben Mirrocle music line, and Popmaster, a popcorn machine.

The two amusement machines are Skill Wheel, manufactured by Games Corporation of America, Chicago, and Sport O'Kings, a new horse race game being manufactured by Gordon Coin Machine Company.

The National Filben Corporation will display the Filben Mirrocle Music line, which is currently being shown at various distributiing companies throughout the country.

Mat, a thousand cup automatic drink dispenser, being manufactured by Drink O' Mat Industries of New York. The Chicago showing will be conducted by the Drink-O-Mat Corporation, who are distributing the machine in five Midwestern states. Associated with Martin Gordon in this distributing firm is Ralph Berger, owner of the famed Chicago nite spot "The Latin Quarters."

The popcorn machine is a product of the National POPmaster Company.

Gordon is connected with all five of the above companies.

Filben Showing In Atlanta Success

ATLANTA, GA. — Throngs of operators from Atlanta and the surrounding area attended the premier showing of the Filben Mirrocle Music line at the Cohen Distributing Company, this city, on Saturday and Sunday, September 27 and 28.

The Filben Mirrocle Cabinet was displayed in the showrooms surrounded by banks of floral offerings. The operators expressed enthusiastic approval of the illuminated beauty of the unit, and the idea of personalizing the cabinet to the interior of the location. The tie-in is accomplished by custom designing the illuminated mirrored panel to fit the interiors of any particular location.

The visiting operators were equally interested in the simplicity of the Filben mechanism. Sam Cohen, head of the distributing company, explained that the mechanism requires only six seconds for a complete record change.

Cohen and Mrs. Cohen played hosts for the occasion, and saw to it that everyone enjoyed themselves.

The Cohen Distributing Company is the Filben franchised distributor for Georgia, and North and South Carolina. Cohen states that his company will hold additional local showings thruout the territory in the very near future.

Now Delivering!

THE NEW

JEWEL BELL CABINET

FITS ANY MILLS MECHANISM Price..... $59.50

This $59.50 plus your mechanism gives Jewel Bell coverage for your location

REBUILT SLOTS

Jewel Bell — 5c	$160.00
Jewel Bell — 10c	165.00
Jewel Bell — 25c	170.00
Golden Falls — 5c	$145.00
Golden Falls — 10c	150.00
Golden Falls — 25c	155.00
Golden Falls — 50c (hand load)	200.00

AMERICAN AMUSEMENT CO.
158 E. GRAND AVENUE
CHICAGO 1, ILL.
(Phone: WHitehall 4370)

Drink-O-Mat Cup Vender In Production

ALBERT COLE

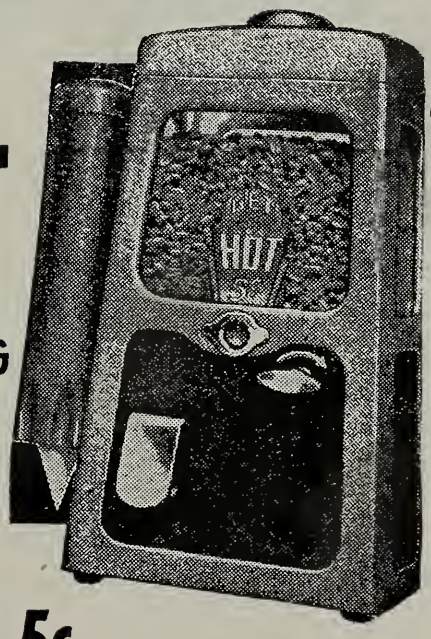
LAWRENCE, MASS. — Albert Cole, president of Drink-O-Mat Industries, this city, announces that the new Drink-O-Mat, 1,000 cup drink vender, has been in full scale production for the past few months and is now being shipped all over the nation.

"This completely automatic drink dispenser does everything but hold the customers hand" reports Sam Kresberg, General Manager of the firm. "Drink-O-Mat delivers a freshly made, sparkling, ice cold carbonated drink. It accepts nickels, dimes and quarters and automatically gives change out, plus the drink, while automatically rejecting all slugs at the same time. The enormous 1,000 drink capacity is equivalent to more than 41½ cases of bottles."

Two other officials of the firm whose experiences have contributed to the new Drink-O-Mat are Lea Yeaton, vice-president in charge of production, and Richard L. Cole, Sales Promotion and Advertising Manager.

AT LAST

A VENDOR THAT DOES EVERYTHING



The WHITE 5c

Pistachio and ALL Purpose Bulk Vendor

Hot or Cold

Franchise Territories Open
Write for Special
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Give yourself elbow room. Make your operation flexible with this rugged but modern WHITE 5c VENDOR that dispenses Pistachios . . . Hot Nuts . . . Cold Nuts . . . M & M's . . . Boston Baked Beans and other bulk merchandise.

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PHONE: LONGACRE 3-0740
415 FRELINGHUYSEN AVENUE
NEWARK 5, N. J.
PHONE: BIGELOW 8-3524

N. Y. OPS TO GIVE $50,000 TO DAMON RUNYON FUND

10,000 Tickets at $5 Each Pledged for the Biggest Gala Affair in New York's Coinhistory

JACK MITNICK

NEW YORK—At an executive session of the committee for the Damon Runyon Memorial Cancer Fund for the New York City operators, it was startlingly announced by the Chairman of the Exexutive Committee, Jack Mitnick of Runyon Sales Company, this city, that there would be printed 10,000 tickets at $5.00 each to meet with the requests of the operators thruout this area for one of the greatest gala jubilee affairs in the history of coin machine industry in this city.

This means that the New York and New Jersey coin machine operators, jobbers and distributors intend to raise $50,000.00 for the Damon Runyon Memorial Cancer Fund. Preparations are already under way with all giving gratis of their services. Tickets will be sold broadcast thruout this big city. There will be one of the most outstanding entertainments ever yet seen at the big Manhattan Center here with stars of stage, screen, radio and especially the leading recording artists giving of their time and talents free to make this the greatest affair which the coin machine operators have ever yet seen.

The jubilee, as it is being enthusiastically called by the coinmen here, will be seen on election eve, November 3, 1947. It is sure to jam the huge Manhattan Center with people from all over the city to see the stars they hear on juke boxes and over the radio and stage as well as in the movies. Contcats which have already been established assure the ops that the leading personalities of the stage, radio, screen and recording world will be present this big evening to make this the most outstanding and the most memorable affair ever yet produced by New York's coinmen.

Already, even without the tickets as yet available, many out of town coin machine ops from nearby points have pledged themselves for series of 5, 10, 25 and 50 and, in one case, 100 tickets.

Executive Committee

Jack Mitnick, Chairman
Harry Rosen, Treasurer
Al Denver, Pres. AMOA
Barney Schlang, Mgr. AMOA
Chas. Aronson, Brooklyn Amuse.
Bill Rabkin, International Mutoscope
Nat Cohn, Modern Music Sales
Ed. Smith, Emby Dist. Co.
Dave Simon, Simon Sales Co.
Geo. Ponser, Amuse. Enterprises
Dave Stern, Seacoast Dist.
Harry Pearl, Seacoast Dist.
Joe Orleck, The Cash Box
Mike Munves, Mike Munves Corp.
Sidney Levine, Atty. AMOA
Bess Berman;Joe Hirsch

Ticket Committee

Barney Schlang
Ben Linn
Gloria Friedman
Chas. Aronson
Joe Hirsch
Eddie Smith
Barnet Sugerman
Abe Green
Dave Stern
Harry Pearl
Dave Simon
Mike Dee

Entertainment Committee

Jack Mitnick
Gloria Friedman
Bess Berman
Ed. Smith
Irv Katz
Dave Stern
Harry Pearl

* * *
* * *

This means that people from Pennsylvania, Connecticut, New Jersey and even Maryland, Washington, D.C. and Boston, Mass. will be present to make this affair the most outstanding in all eastern history.

It is also believed that Walter Winchell will be present this evening to speak to the huge crowd and will take his turn, along with many others as he did in his old acting days, to act as Master of Ceremonies, and introduce some of the stars who are giving of their time and talent for this big evening.

Jack Mitnick, Chairman of the Executive Committee is working like a beaver to get everyone of the most noted entertainers in the city to be present this one evening of November 3, 1947.

Not only will all be happy on this night, but, Jack believes, that there will be present high officials in the city's administration to make this evening something to be long remembered. An invitation has already gone forth to Mayor O'Dwyer and many believe that he, too, will make it his business to be there for this worthy cause.

Coinmen from all over the nation, knowing the outstanding affairs which New York's ops have conducted in past years, have signified their intention of being present and seeing this great galaxy of stars gathered together for one outstanding and memorable evening for the Damon Runyon Memorial Cancer Fund.

It is also reported that many of the newspaper men in the city will be present and those approached by Joe Orleck of *The Cash Box*, as well as other members of the Executive Committee, have stated that they will work hard to help make this one of the greatest jubilees that this city has ever seen.

The fact that New York's coin machine operators intend to give a minimum of $50,000 to the Damon Runyon Memorial Cancer Fund has everyone in the industry elated. It is also believed that before the big evening of this affair that the ops may even surpass this figure and all are working to this end with the greatest energy and zeal.

It is hoped, too, that those out of town ops who want to be present will commit themselves for the number of tickets they will require as soon as possible so that there will be no closeout sales for this evening to coin mchine people especially.

The affair is under way and it is stated that those of the CMI in Chicago who have already heard of it are tremendously enthused and will be everything in their power to help make it the most successful of all the big events for the Damon Runyon Memorial Cancer Fund to be conducted by members of this industry.

Barred From New York City

HIRSH DE LA VIEZ

NEW YORK—Coinrow was thrown into a bedlam this week by a two day visit of America's greatest practical joker, Hirsh de la Viez of Hirsh Coin Machine Company, Washington, D. C.

Hirsh didn't miss an opportunity, and had operators, jobbers and distributors so bewildered they held an emergency meeting and issued the following proclamation:

TO WHOM IT MAY CONCERN:

At an emergency meeting of all coinrow, after due deliberation, be it known that the following regulations were adopted unanimously:

1. Whereas there descended upon us this week a devil by the name of Hirsh de la Viez,

2. Whereas the aforementioned diabolical individual did create the greatest tumult ever seen on Tenth Avenue.

3. Whereas it will take undetermined months to recuperate,

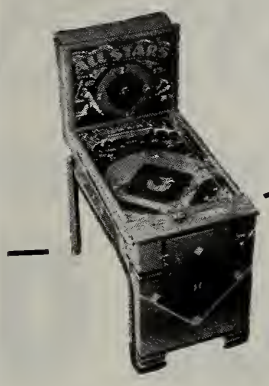
4. Whereas all concerned suffered untold mental agony,

Be It Resolved:

THAT THIS UNHUMAN DEMON, HIRSH DE LA VIEZ, BE BARRED FROM ANY FURTHER VISITS TO NEW YORK CITY'S COINROW.

YES SIR!

We're the EXCLUSIVE Distributors in NORTHERN NEW JERSEY for



WILLIAMS TERRIFIC ALL STARS

What a game! Real baseball action that's pulling in the greatest collections seen in years. Now Northern New Jersey operators can get their share of this sweet machine. 100% Mechanically Perfect.

ORDER NOW
Immediate Delivery

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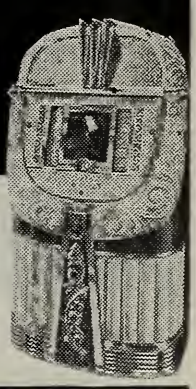
415 FRELINGHUYSEN AVENUE
NEWARK 5, N. J.
PHONE: BIGELOW 8-3524

Irv Sandler Wins Station Wagon

DES MOINES, IA.—Irv Sandler, Sandler Distributing Company, this city, pictured alongside the station wagon he won at a dance sponsored by the Variety Club, of which he is a member. Receipts from the dance went to the club's "Heart Fund".

Sandler, who distributes the Rock-Ola phonograph in this territory, is known thruout the country as one of its leading story tellers. It would be worth the price of admission to get Sandler and Hirsh de La Viez (story on this page) together for a few hours. That's an idea — we'll arrange a meeting at the next coin machine show.

THERE'S NO BUSINESS LIKE AMI BUSINESS



We've Doubled Our Quota
AMI
40-SELECTION PHONOGRAPHS

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EXCLUSIVE DISTRIBUTOR
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SLOT OPERATORS
LIKE NEW — REBUILT SLOTS
MATCHED SETS
Brown Fronts, 5-10-25....$275.00 Set
Original Chromes H.L.
5-10-25 ..... 350.00 Set
Bonus Bells 5-10-25 ..... 585.00 Set
And a Wide Variety of Assorted Slots — All Types and Makes at BARGAIN PRICES!
We Want Evans Winterbooks
WRITE FOR BARGAIN PRICES
1/3 Deposit with Order, Balance C.O.D.
GLOBE DISTRIBUTING CO.
1623 No. California Ave., Chicago 47, Ill.
(Tel: ARmitage 0780)

Bally's

2 Sensational New Consoles

WILD LEMON DOUBLE-UP

READY FOR DELIVERY NOW

To Get Yours First and Profit The Most... See Your Distributor Today!

THOUGHTS for THIS WEEK

- Man isn't so smart. Thousands of years ago the Turtle had a streamlined body, turret-top, retractable landing gear, and a portable house.
- Three of the most profitable operators' machines ever built: PHOTOMATIC, VOICE-O-GRAPH, ATOMIC BOMBER.

INTERNATIONAL MUTOSCOPE CORPORATION
44-01 ELEVENTH STREET WM. RABKIN, President LONG ISLAND CITY 1, NEW YORK

Bolles Entertains New York Friends

NEW YORK—When William P. (Bill) Bolles, advertising manager for Packard Manufacturing Corporation, was in town recently, he found the opportunity to get together with some of his many friends here. Pictured above at the Manhattan Room of the Hotel New Yorker are: L. to R. Nat Cohn, Modern Music Sales Corp.; Charles L. Cade, General Sales Mgr., Packard; Sidney H. Levine, attorney for the music operators association; Bill Bolles; Mrs. Cohn; Earl V. Hess, Regional Manager, Packard; and Mrs. Levine.

Williams'
"ALL STARS"
NEW—IMPROVED
EARNS MORE MONEY!
ORDER NOW!
EXCLUSIVE DISTRIBUTORS
Veatch's Panther
V·P DISTRIBUTING INC.
Del Veatch Coin Operated Machines
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AIREON MUSIC

BRAND NEW VEST POCKETS
Write For Prices!

NEW GAMES
OSCAR GOLD BALL
SILVER STREAK LIGHTNING
MEXICO HAWAII

5c Brown Frts.	$ 90.00
10c Brown Frts.	100.00
25c Brown Frts.	110.00
5c Blue Frts.	75.00
10c Blue Frts.	90.00
25c Blue Frts.	105.00

1/3 Dep. with Order, Bal. C.O.D.
Write for New Pin Games
COIN-A-MATIC DISTRIBUTORS
3924 W. Chicago Ave. Chicago 51 Belmont 7005

When You Mention The Cash Box You're Sure Of Fair Dealings

Ben Becker Appointed Regional Sales Distributor For Bally

Will Cover New York, New Jersey and New England

BEN BECKER

NEW YORK — George Jenkins, vice president and general sales manager of Bally Manufacturing Company, announced that Ben Becker has opened the Ben Becker Sales Company at 444 West 50th Street, New York City, as regional sales distributor for the entire Bally line of machines. Becker's territory includes New York, New Jersey and New England.

Becker is one of the best known coin figures in the country, and especially thruout the entire eastern territory, which he has covered for the Bally line for quite some time.

Talking about the new assignment, Becker stated "I am exceptionally happy over my appointment as regional sales distributor here, as I have covered the ground continuously for over 15 years, and know practically everyone—distributors, jobbers and operators. With Bally turning out the games they have been, and with the many great new ones to come, coinmen will get any number of opportunities to make real profits."

Becker has announced the appointment of several distributors in his territory. Up to now they are: Runyon Sales Company, New Jersey; Alfred Sales, Inc., Buffalo, N. Y.; Rex Coin Machine Distributing Corp.; Syracuse and Albany N. Y.; Becker Novelty Company, Springfield, Mass.; Reliable Coin Machine Company, Hartford, Conn.; and Associated Amusement, Inc., Boston, Mass.

Introduces 5¢ Candy Bar Vender

ST. LOUIS, MO.—J. M. Bryan of Vendors, Inc., this city, announce that production of their new 5c Candy Bar Vendor "Candyette" is under way, and that deliveries commenced October 1.

The candy vendor, beautifully designed in a combination of colors, is constructed of aluminum and steel, and is equipped with a patented coin mechanism which is reported to reject most slugs. It is equipped with finger tip push button, coin return plunger, which returns coins when the machine is empty, or for any other reason when the mechanism refuses to accept the coin.

"The machine, which is a single column vender, approximately 7½ inches wide, 5 inches deep, and 24 inches high, is suitable for walls, counters or stands" Bryan explains. "It has been designed to handle both Hershey Milk Chocolate Bars and Milk Chocolate Almond Bars, as well as most other nationally known, and in most cases, locally known, but not nationally advertised bars. The machine will hold approximately 50 of the Hershey Standard Bars."

"The merchandise magazine is adjustable as to length, width and thickness of the article to be vended" continued Bryan "so that the operator can vend anything from a package of gum to a large candy bar, or other type of merchandise."

Vendors, Inc., are appointing distributors thruout the country.

MUSIC OPS!
VOTE TODAY FOR BEST MONEY MAKING RECORDS AND ARTISTS OF 1947
MAIL IN YOUR CARD TODAY!

TOP VALUES
From WORLD WIDE
AS USUAL!

B-R-A-N-D N-E-W!
Williams Five Ball
TORCHY
with those terrific magnetic buttons
Original Crates—Limited Quantity
Special $195.00

Chicago Coin's
Five Ball . . .
PLAY BOY
BRAND NEW!
$195.00

THIS WEEK ONLY!
BALLY'S ONE-BALL
Automatic Payout
BALLY ENTRY
All New! Original Crates!
VERY SPECIAL AT
$485.00

TERMS: 1/3 Deposit
Balance Sight Draft
WORLD WIDE
DISTRIBUTORS, INC.
2330 N. WESTERN AVENUE
CHICAGO 47, ILL.
Phones: EVErglade 2300

REAL BASEBALL ACTION
Williams'
ALL STARS
Real baseball action.
All skill. 100% mechanically perfect. 3-coin drop head coin chute takes in 5c-10c-25c.
Immediate Delivery
SCOTT-CROSSE CO.
1423 Spring Garden St., Phila., Pa.
Rittenhouse 6-7712

Heads New Game Manufacturing Firm

New Amusement Device To Be Announced

AL SCHLESINGER

POUGHKEEPSIE, N. Y. — Al Schlesinger revealed this week that he had bought the controlling interest in Cole Enterprises, Inc., 4 Winnikee Avenue, this city, and had been named chairman of the board of directors.

Schlesinger reports that he plans to convert the plant into one of the country's largest game factories in the East. Cole Enterprises is one of the largest cabinet makers in the country, with a 15 year record in the woodworking trade.

According to Schlesinger and Steve Quinn, the company's Sales Manager, the Cole plant has been thoroughly reorganized for game manufacturing. Occupying more than 25,000 square feet of space, the plant has been built up to where it's practically self sufficient. In addition to the cabinet department, the firm has its own tools and dies for creating all parts, an engineering department, screen department, painting and finishing departments.

The past few months have been devoted to putting the finishing touches on a new amusement device, which has been held a closely guarded secret. Both Schlesinger, who headed Square Amusement Company, producers of "Sportsman Roll," and Steve Quinn, promise their new device will create a sensation.

"Full and complete details of the game and its revolutionary qualities will be released to the trade as soon as present patent negotiations are concluded" reports Schlesinger.

AT LAST!
WE START SHIPPING
TOM TOM
TO OUR DISTRIBUTORS
OCTOBER 7th!
ASK US WHO THEY ARE
P. & S. MACHINE CO.
3017 N. Sheffield Ave., Chicago, Ill.

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COVEN'S COIN CORNER

PARTS

WE CARRY A COMPLETE STOCK OF OFFICIAL BALLY PARTS AT FACTORY PRICES. ORDERS FILLED SAME DAY RECEIVED.

ALSO CARRY COMPLETE LINE OF PARTS OF OTHER MANUFACTURERS

PARTS SPECIAL OF THE WEEK

YELLOW RUBBER RINGS
1⅛" O.D. .....per 100 $1.50
1½" O.D. .....per 100 $2.00

FOR YOUR Bally EQUIPMENT See..

These are not just 'Used 5 Ball Games'. EVERY GAME LISTED IS THOROUGHLY RECONDITIONED AND CLEAN AS A WHISTLE!

ACTION	$ 24.50
ALL AMERICAN	39.50
BIG LEAGUE	89.50
BOLA WAY	29.50
BOSCO	24.50
CAPTAIN KIDD	29.50
DOUBLE BARREL	59.50
EAGLE SQUADRON	34.50
FLAT TOP	49.50
FAST BALL	124.50
HI HAT	29.50
JEEP	34.50
KEEP 'EM FLYING	24.50
KILROY	149.50
KNOCKOUT	54.50
LANDSLIDE	24.50
MARVEL BASEBALL	34.50
MIDGET RACER	99.50
MIDWAY	39.50
METRO	24.50
OKLAHOMA	39.50
SHOWBOAT	34.50
SKY BLAZER	39.50
SKY CHIEF	39.50
SMARTY	119.50
SPELLBOUND	119.50
STARS	34.50
SUPER LINER	119.50
SUN BEAM	39.50
SURF QUEENS	84.50
SUSPENSE	119.50
TEN SPOT	39.50
TORNADO	135.00
TORCHY	140.00
VENUS	29.50
VICTORY	34.50
ZIG ZAG	24.50
5-10-20	39.50

1/3 Dep. With Order. Bal. C.O.D. on Sight Draft

COVEN

NEW BALLY GAMES

SILVER STREAK	$289.50
EUREKA	489.50
DRAW BELL DELUXE 5c	512.50
DRAW BELL DELUXE 25c	532.50
HI BOY 25c	359.50
HI BOY 5c	339.50
JOCKEY CLUB P.O.	645.00
JOCKEY SPECIAL F.P.	645.00
TRIPLE BELL 5-10-25	925.00
TRIPLE BELL 5-5-5	895.00
HEAVY HITTER	184.50
BALLYHOO	279.50

★ ★

GIVE

TO THE DAMON RUNYON CANCER FUND

EXCLUSIVE BALLY DISTRIBUTOR

COVEN distributing Co.

3181 ELSTON AVE. CHICAGO, ILL.

Phone: INDEPENDENCE 2210

Mangan's Book In Fall Issue of "Success Today"

JAMES T. MANGAN

CHICAGO—The fall issue of "Success Today" carries a digest of "The Knack of Selling Yourself" a book on public relations for every individual, authored by the nationally known James T. Mangan, director of CMI Public Relations Bureau.

Copies of the magazine are to be found on all major newsstands.

Jewel Bell Cabinet Clicking Big

HARRY H. BROWN

CHICAGO — Harry Brown, American Amusement Company, this city, reports that his company has been rushed to the limit of their endurance filling orders being received for their new Jewel Bell Cabinet.

The beautifully designed bell cabinet is reported to be able to take the mechanisms from Yellow Fronts to Golden Falls, and is furnished complete for 5c-10c or 25c play, 3-5 or 2-5 pay.

THRU THE COIN CHUTE

CHICAGO CHATTER

It's quite a change speeding around the windy city calling on the manufacturers and distribs after roaming the wilds of Hollywood and Vine and the famed coinrow of Los Angeles. Business in this big city is faster and with lots more excitement going on all the time. It's kinda interesting to meet up with people you have been reading about and have wondered just what they were like. Having been raised in this town some years ago, it feels good to get back and learn the locations of streets all over again. And to drive miles in all directions to see all the coinmen in all parts of the city. It's interesting to listen to the distribs tell about things. Some are doing okay in a big way, while others sing the blues, which helps to even things up. The weather so far has been perfect, but I'm sweating about the well remembered Chicago winters.

Over at Rock-Ola we found Art Weinand busier than ever. He is one person we know that never lets down. Right now Art is busy making plans to attend the New York music ops association banquet to be held at the Waldorf on the 18th of this month . . . Harry Williams manages to get in some flying, rushing back and forth from Rockford. Harry tells us he's now graduated to night flying and says, "It's tops." He likes to look at all the pretty lights coming into Chi. Meanwhile Fulton Moore and Tony Gasparro look after the home front and see that everything runs along smoothly at Williams. The boys tells us "All Stars" is going stronger than ever with more orders coming in daily . . . Found Al Stern of World Wide in a happy frame of mind. Al reports he, for one, is very enthusiastic about the future . . . Phil Schwartz of Ace Coin Counters talks about the new coin separator they expect to come out with very soon . . . Howard Pretzel and Ken Wilson together in Commodity Vendors at 130 No. Wells St., showing their new aspirin vending machine which is attracting much attention.

Bumped into Henry Windt of Indianapolis and Paul Jock, AMI distrib of the same city, having themselves a cocktail in the Bismarck lounge . . . Bud Parr of Los Angeles pulls into town and discusses thisa and thata about the vending machine biz. Seems Bud is much interested in vendors . . . Jerry Golumbo of Boston, Mass., also in town, for the U. S. Vending Corp. meeting . . . Joe Darwin of East Orange, N. J., when not attending conferences, manages to get around and see our city . . . Warren Deaton and his son of Galion, O. and Pete Stone of Indianapolis, Ind. in town visiting over at Rock-Ola . . . Irvin Weiler of Kansas City reported visiting Chi . . . Dave Bond of the Trimount Coin Machine Co., Boston, another visitor to our windy city . . . Things are really hummin' over at CMI's Public Relations Bureau, with many out of town coinmen dropping in to pledge their donation to the Cancer Drive.

Joe Hanna of Hanna Dist. Co., Utica, N. Y., busy discussing ideas with Jim Mangan. Joe plans to get all the operators in his community 100% back of the CMI Damon Runyon Drive. "If it's only $1.00 apiece, it'll help," says Joe . . . Bill Marmer of Sicking, Cincinnati, another coinman who's going all out for the Cancer Drive. Bill pledged to get all the ops and locations in his territory back of this great and charitable cause . . . All the wires, telephone calls and letters coming into CMI's Public Relations Bureau sure manage to keep Gwen Desplenter busy these days. Gwen tells us they have been receiving all kinds of congratulations on the marvelous job CMI is doing in connection with the Cancer Drive.

What's this we hear about dapper Tom Callaghan turning down the job for Chief Deputy Sheriff? It seems that Tom prefers the coinbiz and his job at Bally . . . Lee Jones of P. & S. quite enthused about their new game "Tom-Tom". "It's really sensational and you can look for it to come out very soon." Lee reports . . . When talking to "Bally" Sally (Goldstein) of Coven Dist. Co. she was anxiously waiting for the 1st of Oct. when Coven planned to hold a three day showing on "Nudgy". Sally told us they expected lots of visitors and there might be an eligible bachelor amongst them—she hoped. Some of the out of town coinmen that dropped into Covens' this past week were: Frank Bannister of Indianapolis, Ind., Joe Connelly of Muncie, Ind., Fred Greenbank of Canton, Ill., Happy Halbestadt of Racine, Wis. and Stanley Miller of Kenosha, Wis. . . . Phil Weisman of the Automatic Phono Dist. Co. informs us they will move to 2009 Fulton St. on or about Nov. 1st.

Gil Kitt looking very pleased over Empire's record volume of sales. Ralph Sheffield and Howard Freer talk about their new headquarters and report they plan to hold "open house" soon (How's about holding it at Lindy's, Gil, hmmm?) . . . Dropped in at Monarch and found Roy Bazelon looking fit, hale and hardy . . . Dick Law of Mills Industries praising "six for two-bits" play. Dick tells us the reports from operators show that 70% of the returns from the Constellation are quarters . . . Had a nice talk with Irv Ovitz of Automatic C. M. & Supply.

Handsome Vince Murphy reports a big demand for Globe's coin changer and separator. Vince tells us they plan to display these at the NAMA show in Dec. . . . Carl Morris out of town for a few days this past week . . . Jack Nelson, who just returned from a trip to the west coast, back on the job again . . . Max and Harry Wiczer of Wico Corp. very happy over the pick-up in biz. The boys report they've been working like beavers trying to turn out all the parts on order . . . Spent a very interesting hour lunching with Al Sebring and Harry Salat of Bell Products . . . Lillian Lewis of Coin-A-Matic tells us Lou Merrill, prexy of International Cycle Enterprises and Jules Audy, famed champ rider, paid them a visit last week.

Harold Motherway of Marquette Music and Janice Keeley (his girl Friday) busier than ever these days. Janice says she has a hard time trying to keep up with all the phone calls coming in . . . Aristocrat Record Corp. welcomed Leonard Chess, well known Chicago nitery owner, into their fast growing diskery. Charlie Aron, president of Aristocrat, out on the west coast discussing big promotional plans for their new disk "Mickey" . . . Things are really rollin' over at AMI and Lindy Force says they'll have some interesting announcements to make very soon . . . W. F. Lipscomb of O. D. Jennings & Co. talks about the recent meeting Jennings held for all their distribs. The boys really had themselves a time and now have to take time out to recuperate.

Midge Ryan of Bell-O-Matic Corp. and Roy Gard, well known operator, just returned from a vacation in Wisconsin, Minnesota, North and South Dakota and Canada. When referring to his trip Midge calls it "Roughing It With Ryan". Here's what he terms "Roughing". Drivin' 'round in a 1947 Fleetwood Cadillac, fishing from a cabin cruiser and flying their own private plane—what a life . . . Grant Shay of Bell-O-Matic reports the team of Wishert and Liggett of Coin Machine Sales in St. Joe ,Mo. and H. Harding from Omaha, Neb. as recent visitors.

Sol Gottlieb taking over while brother Nate attends the World Series in New York. Sol tells us that shipments of their new game "Flying Trapeze" are on the way . . . Harry Silverberg of Kansas City, Leo Weinburger of Louisville and Dave Simon of New York all in town visiting over at Gottliebs' this past week.

Bob Bleekman of Illinois Pla-Mor dashes out to Rock Island to visit with Larry Frankel of the Frankel Dist. Co. . . . Belated birthday greetings to Fred Kleiman of the Kleiman Adv. Agcy. . . . Jim Mangan phones in to tell us the total amount collected for the CMI Damon Runyon Cancer Drive up to Oct. 1st is $116.973.36. Jim hopes to raise this amount to away over $200,000.00 in time for the Convention in Jan.

With the Railway Express strike in N.Y.C. and New Jersey many of the coin machine companies are finding it difficult to ship back and forth to New York. Here's a tip and one that might prove helpful. Air Despatch, Inc. at 1313 W. Randolph St. has available space for 140 tons to and from New York. They save been catering to some of the coin machine trade and their service has proved very satisfactory. Why not phone Ed Murphy at Air Despatch and get the details? We hear their rates are very reasonable . . . Lots of excitement coming up over the forthcoming show to be presented by Martin Gordon, prominent Chicago attorney and Ralph Berger, well known nite club impressario, who will unveil their new music, coin and vending machines at the Sherman Hotel on October 18 and 19th. Martin tells us they anticipate a very large crowd and the showing should be a big success.

Well, this is my very first "Chicago Chatter" column and I must admit it sure is a lot different from my former "California Clippings". Please do let me know whether you like it. Marshall Micon.

THRU THE COIN CHUTE

EASTERN FLASHES

The World Series brought quite a number of out of town coinmen into the city for the week, and most of the local distributors attended one or more of the games. However, they all found time somehow to take care of the increasing business. Both the games and music field showed better collections and distributors find their sales improving right along. And on top of the week's hustle and bustle, a group of the leading coinmen in the city found time to attend two committee meetings setting up plans for the forthcoming Damon Runyon Cancer Fund Drive "Jamboree".

* * *

The first meeting of the New York and New Jersey committeemen to prepare complete plans for the Damon Runyon Cancer Fund "Jamboree" was held Wednesday night, October 1 at the Villanova Restaurant. A large, intensely interested group had some dinner (very good by the way) and then got down to business. Due to the number of points discussed, another meeting was called for the following day, where another session was held at Dave Simon's offices. All the plans are now definitely complete, various committees organized, and work started. Further committee meetings will be held as they are needed.

* * *

The full line-up of the various committees appears in a full page story elsewhere in this issue. Attending the meeting at the Villanova were: Jack Mitnick, chairman of this territory; Dave Stern and Harry Pearl of Seacoast Distributors; Al Denver, president of the Automatic Phonograph Operators Association, and Barney Schlang, business manager of the association; Sidney Levine, attorney for the music operators association; Bess Berman; Barney (Shugy) Sugerman, Runyon Sales Company; Charles Aronson, Brooklyn Amusement Machine Company; Mike Munves; Gloria Friedman, manager of the record department for Runyon Sales Company; Dave Simon, Simon Sales Company; and Ben Linn, Regal Music Company. Miss Tillie Kay, Jack Mitnick's secretary, gave up an evening with her best boy friend to attend and take notes. We understand Miss Kay will devote a considerable amount of her time, as well of that of Runyon, in secretarial work for the Drive.

* * *

The Thursday noon meeting at Simon's offices was attended by practically the same people, with the addition of Harry Rosen of Atlantic-Seaboard New York Corp. Harry was appointed treasurer, and immediately opened a bank account. Harry's a tough man, and insisted that it will be a one-way account—everything going in, and nothing coming out . . . that is, until the funds are completely withdrawn and sent to the CMI . . . Other members of the executive committee, who couldn't attend these meetings, informed the group that they would be on hand for future gatherings.

* * *

Is my face red! In last week's notes I had Meyer Parkoff of Atlantic-Seaboard New York Corporation the father of three girls. In the rush of turning out the column I made a slight error—they're all boys. Hey. Parky, don't tell the kids—when they grow up, they'll probably beat my ears down . . . Ben Becker opens Ben Becker Sales Company at 444 W. 50th St. as Bally's Regional Sales Distributor for New York, New Jersey and New England. Ben has been on the road for Bally products for a long time now, and as regional distributor will continue to visit all coinmen in the territory . . . Al Schlesinger announces that he has purchased the controlling interest in Cole Enterprises, Inc., Poughkeepsie and has been named chairman of the board of directors. The firm is readying a new amusement machine. Steve Quinn, the company's Sales Manager, has acted in that capacity for Al Schlesinger in the past.

* * *

Hirsh de la Viez, Hirsh Coin Machine Company, Washington, D. C., came to town to see the world series games, and spent some time on coinrow. He drove everyone on Tenth Avenue to distraction, and were they all glad to see him go home! . . . Mike Cohen, Myco Automatic Sales Company, Columbus, O. visiting coinrow . . . Max Munves talks about spending the winter in Miami Beach once again . . . Mike Munves might run out to Hot Springs for a few weeks . . . Charley Wertheimer, one Bostonian not downhearted by Boston Red Sox not getting into the World Series. Charley just comes to New York and roots for Brooklyn . . . Harry Pearl and Dave Stern pulled out of the dumps when the "Bums" win the third game. They are strictly Brooklyn fans, and were almost heartbroken by the first two defeats.

* * *

Nat Cohn, Modern Music Sales Corporation, returns from Chicago, with teeth trouble, and is forced to spend a great deal of time with his dentist . . . Henry Vankirk, George E. Briggs Music Company, laid up with a severe heart attack. Briggs, who had just returned from the country, will cover the spots himself for a while . . . John Martin, music op from Miami, Fla. takes in the ball games . . . Maxie Green, New Deal Distributors, handling the sale of some half dozen companies specializing in roll down games . . . Dave Lowy, Dave Lowy Company, one of the few coinmen who can't get to the ball games. However, Phil Mason, Dave's partner, takes care of that little chore for the firm, taking in all of the games . . . Hymie Rosenberg, H. Rosenberg Company, in Chicago seeing the manufacturers . . . Sid Mittleman, Abbott Specialties Company, making big plans for his roll down game, but nothing transpires up to this date.

* * *

THERE ARE TWO DATES LOCAL COINMEN HAVE SET ASIDE FOR BIG THINGS:

October 18, Saturday night, is the big day for the Music Machine Operators. The Tenth Annual Banquet comes off at the Main Ballroom of the Waldorf-Astoria. Al Denver, Barney Schlang and Ruth Nussbaum of the association winding up all the details on the souvenir program and tickets. Denver promises one of the greatest shindigs ever held, but warns that the tickets are going fast, and those coinmen who wish to attend should get in touch with Miss Nussbaum immediately.

NOVEMBER 3 is the big date to remember: That's the night the Damon Runyon Cancer Fund Drive "Jamboree" is to take place at the Manhattan Center. EVERY COINMAN IS EXPECTED TO COOPERATE. FROM PLANS COMPLETED, THIS AFFAIR WILL BE THE GREATEST EVENT EVER HELD BY A COIN GROUP ANYWHERE IN THE COUNTRY — AND IT'S THE PERSONAL OBLIGATION OF EVERYONE IN THE INDUSTRY, BIG AND SMALL, TO SEE THAT IT IS A TREMENDOUS SUCCESS.

THRU THE COIN CHUTE

CALIFORNIA CLIPPINGS

An exceptionally interesting item we ran across this week was told us by a charming secretary at the Mills Sales Company here in L.A. . . . Seems as if they've placed a Mills Constellation in a deaf and dumb club. As I understand this seemingly puzzling piece of news, the club members get their musical vibrations through the floor, and have a whale of a time dancing . . . even more interesting is that when the juke box gives out with a vocal number, the members actually stop dancing and "listen".

* * *

Jack Simon says he's glad to be back in the Southland after some weeks in the windy burg . . . His co-worker at Sicking, Jack Ryan has been entertaining relatives from the east . . . hope he showed them the interesting smog belt in and around our city of the angels . . . Stopped in to see George Warner and Dannie Jackson of Automatic Games and was informed that they're opening a branch office in Las Vegas to take care of increased sales in that neck of the woods as well as service calls.

* * *

Aubrey Stemler overheard calling Salt Lake City and raising the roof because the party he was calling had gone to lunch too early . . . tsk, tsk . . . someone should arrange for Salt Lake to join our time zone . . . Warren H. Taylor, General Sales Manager for Mills Sales Co. down from Oakland for biz . . . C. A. Robinson back in town after a Chicago trip, and off again to Northern California . . . Spotted a B.T.O. coming out of General Music Company last week, rubbing his hands with glee over some big deal he had just closed . . . Or was it about that bee-yoo-ti-ful blonde just inside the door . . . She says no sooooo nicely.

* * *

Bud Parr just returned from Chicago, and sporting a new glittering gold pencil . . . According to our informant, Bud will be writing plenty of new biz with that pencil . . . General Music will give out with an important announcement soon as regards new lines, etc. . . . W. E. Happell of Badger Sales Company tells me his ops and mechanics course is running very smoothly . . . Mr. Duarte of that firm rummaging through his desk to see if any callers from across the seas had been in . . . He'd like very much to visit Puerto Rico one of these days.

* * *

Jay Bullock seen locking up his emporium at noon. His secretary's parents are visiting from New Jersey, and Jay is acting as guide to some of the points of interest in this sunny clime . . . Had a fast confab with Ray Powers of E. T. Mape Co. He's busy getting things ready for his showing on October 12th . . . Paul and Lucille Laymon in town once more after attending a distributors meeting in Chicago, both Mr. and Mrs. L. are very glad to be back in this 90 degree weather. Paul says there has been a marked pick-up on fall biz, and the ops are really planking down the dough for the new machines, he's got a number of new games, both one and five-balls, on the floor with additonal shipments expected any time now.

* * *

Bill Wolf is off on the road again. San Berdu, Bakersfield, Las Vegas, and San Francisco are all on his list of stops. Managed to hold him in one spot long enough to learn that he's got a new serviceman with his concern . . . John Dignan.

* * *

M. C. "Bill" Williams, head man of the Williams Distributing Co. showing me the finer points of the new Williams "All Stars" . . . It's a great nickel's worth of playing fun. Understand locations are paying off hot and heavy on this one . . . Al Silberman, general sales manager for the Adams-Fairfax in a huddle with prexy Bernie Shapiro, both watching the latest tabulations on the "Cash-Tray Derby" . . . someone will wind up with a shiny new Buick.

* * *

Lots of out-of-towners along the row this past week; Jack Girdner, Watsonville; Verne Owen, Bakersfield; Howard Stearns, Marysville; Roy Jones, Visalia; Owen Tetzlaff, Banning; others spotted during the week included; R. H. Bradford, San Fernando; E. R. Rippee Compton; Bernard Knott, Alhambra and Harvey Mourlam, Hanford.

* * *

We, in the industry, should be justifiably proud of the outstanding job we are doing towards making Cancer disappear, and a vote of appreciation is due each and every one of you who have helped this great cause. It may help to remind you that every penny sent in to the Damon Runyon Cancer Fund will be used to combat this dread disease. Not for doctors salaries, or special buildings, but the monies will be used for every available piece of scientific equipment that might help the medical profession find a cure. Nothing could be more worthwhile . . . Give More.

* * *

Rosalind Bihari of the Modern Record firm home again after some weeks in the east . . . Joe still pounding the well trodden path back there in near freezing weather . . . Jules and Florette Bihari both bubbling over with enthusiasm over the near-meteoric rise of Gene Phillip's Modern disc "Big Legs" . . . Eddie Messner just bought his fourth set of tires for that shiny yaller Cadillac of his. Ed doesn't just drive that battleship anymore. When he hits one hundred miles per hour, he just "takes off" . . . Leon Rene, prexy at Exclusive Records back from N.Y. after attending to details on the new distribution set up.

* * *

Have it on good authority that prexy Art Rupe of Specialty Records did such a swell job of subbing for Jerry Lester at the Wurlitzer showing in Chicago, that he was asked to emcee the show the very next day too . . . now that Art has shown this fine talent, imagine he'll be getting drafted for many a chore at all of the conventions . . . Public relations man Steve Earle of Specialty tells us that their number one boy Roy Milton waxed a number of fine platters while in Chi., and for fast service, they're being pressed right now.

* * *

I would like to take this opportunity to thank all the coin row people who have given your California representative information about what goes on. Remember, the rest of the country would like to know who's in town, when you're leaving, what your plans are, in fact, all the news . . . So let's have more of it!

THRU THE COIN CHUTE

ST. LOUIS

By BERT MERRILL

Cool weather has brought an upturn over summer nickel receipts throughout the trade, according to such St. Louis luminaries as Ben Axelrod, Bill Betz, Del Veatch and Jimmy Carmody. "Tight money" is still the complaint of tavern operators, there is more play in the jukes and pintables than during any week since June 10, the figures show.

We visited Dan Baum, who with Walter Gummerscheimer is building up Baum Distributing Company. The boys have had a lot of luck with bowling games since taking over distributorship for Pins-N-Spares, product of Automatic Bowling Corporation, and have a lot of good locations rolling. Dan's ranging afield as far as Columbia in the center of the state, where he has put in bowling setups. "Everybody's invited to come in and check "potentials" was Dan's message to the trade . . . Del Veatch of V-P Distributing Company is wroth on the subject of new cars. Since his accident near Chicago, reported last week, he has burned out the same bearing in the motor four times! Needlees to say Del demanded a new engine in his car, and finally got it installed . . . Ideal Novelty came up this week with a new three-quarter ton GMC stake truck, on order for many moons. Better delivery service will result, promises Ed Randolph, crack salesman for the firm.

Visitors around the 49th State coindom beach were Bill Hollenbeck, flying op from Cape Girardeau, Mo., C. E. Hawkings, Carrolton, Missouri, Aaron Aarons of Aaron Distributing Company, Columbia, Mo., Robert Young of Victory Amusement, Collinsville, Ill. and Art and Bill Weinischke of Webster Groves, Ill., Bill M. James of New Bloomfield, Mo., appeared late in the week. after many months away from St. Louis. Ace Novelty Company bought 10 new Rock-Olas from Ideal early in the week.

Distribution of the contributor lists for the Damon Runyon Cancer Fund pleased many operators who found themselves on the list. Topping everyone, of course, was United Manufacturing Company's $50,000 contribution . . . Del Veatch of V.P. was host to Mitch Golasch of Egyptian Music Company, central Illinois music outfit, during the week. Del had a heavy rush on Williams' new All-Star pin games.

DENVER, COLO.

Barter Patton, Floyd Pierce, Joe Falsetta, and Wade McCrary, all of LaSalle Music Company, are planning on a mighty good time when they go deer hunting in about a week. They plan to leave October 10 and hunt for a week. Good luck, fellows! . . . We were sure sorry to hear that Eddie Bronish's small daughter was injured when she was struck recently by a truck. She is now recovering at Denver General Hospital. We were also sorry to hear that Edward Huston's father passed away on Friday, September 12.

Gibson Bradshaw and force of Denver Distributing Company, are looking forward to the time, which should be in about a week, when the remodeling of the office will be completed. Bradshaw isn't so happy, however, about the daily trips to his dentist where he is having some remodeling done with a drill.

Messrs. Wolf, Al, and Chic Roberts, of Wolf Sales Company, are planning extended trips of their territory in the near future. Al Roberts is on a trip now with their new salesman through Colorado and Wyoming, and Chic is planning a trip into Utah the early part of next week. Paul Fuller, designer for Wurlitzer, stopped off in Denver Saturday on his way back from the coast . . . Wolf Roberts gave away another phonograph to charity this week.

Bill Erskin of Jones Distributing Company motored with his family to Centralia, Illinois last week to visit Mrs. Erskin's family. Erskin went on in to Chicago to attend a business meeting. Miss Alyce Harmes, Secretary at Jones Distributing is visiting her parents in Cozard, Nebraska this week. Operators from out of town this past week at Jones were: Van Sunderlin, Frank Norton, and Mr. and Mrs. Gus Carter.

Modern Distributing Co., Rock-Ola distributors, will be handing out diplomas to thirteen coinmen who recently completed Rock-Ola's new Service Training Program. They are: L. K. Vosburgh, A. Smith, Edward Ciancio, Anthony Mazone, H. E. Walker, John D. Zarlengo, John Noguchi, Harold Carnal, L. A. Sherbondy, Clarence Muchow and Frank J. Prechtl, all of Denver. Also Jerry King and Al Sandow of Boulder, Col.

MINNEAPOLIS

Con Kaluza of Browerville, Minnesota, in town for a few days, sprouting a new mustache and looking very debonair if I have to say so . . . Bob Riebhoff of Detroit Lakes, Minnesota drove into Minneapolis and came down with a slight case of "stomach flu." He finally left for home feeling much improved . . . Mr. and Mrs. A. K. Brevik of Watertown, South Dakota, spent several pleasant days in Minneapolis, sort of a little vacation which they both deserved.

Ben Jahnke of Hutchinson, Minnesota, drove into Minneapolis on a very fast trip to give some blood to a sister who is very sick, in the hospital . . . Frank Kummer of the Kummer Novelty Company, Spring Valley, Minnesota, drove into Minneapolis just for the day and then back home again . . . Eddy Slavin of Alexandria, Minnesota, also in Minneapolis for a few days and says that the fishing now, up at Alexandria, is the best it's been this year. Eddy has started building his new Motel at Alexandria, and we think that it's going to be quite the place . . . A. E. Witt of Brainerd, Minnesota, drove into Minneapolis over the weekend and called on some of the distributors in the Twin Cities.

Bob Aherin of La Moure, Minnesota, never fails to take advantage of a free ride to the city . . . Ray Shaw is now the new owner of Ben Daniels route In Minneapolis. Benny Daniels sold his route and home and intends to make his home in Los Angeles where he will go into some kind of business. Ray Shaw is new in the business, located at 26 W. Lake Street, Minneapolis. Minnesota, but we know he will get along.

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WANT

WANT – Bally Draw Bells, Red Button; Bally Deluxe Draw Bells; Keeney Bonus Super Bells 5¢. State lowest price in first letter. Will pay cash or will accept in trade for latest new Five Ball Pin Games in original crates. MURRAY NOVELTY CO., 4353 MURRAY AVE., PITTSBURGH 17, PA.

WANT – Keeney Bonus Super Bells 2 Way 5¢ & 25¢; Bally Triple Bells; Exhibit Rotaries; Mutoscope Fan Front & Red Top Diggers; Wurlitzer Skee Balls; Mills' Orig. Slots 5¢ – 50¢. Quote best prices, quantity & condition in first letter. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF. Tel: ORdway 3070

WANT – Will buy Play Balls in good condition at a fair price. ELECTRO NOVELTY, 458 W. 47th St., N. Y. 19, N. Y.

WANT – Will buy any quantity used slot machines, all makes and models. Also, NEW Pace Chrome Deluxe Slots 5¢-10¢-25¢ & $1. Quote your lowest prices in first letter. All machines must be in first class condition. Will buy Bally Draw Bells, Bally Triple Bells, Keeney Bonus Bells, Single Doubles and 3 Ways. AUTOMATIC GAMES CO., 2858 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT – 5 Ball F.P.G.: Tornado, Cyclone, Hawaii, Havana, Mexico, Crossfire, Mystery, Fiesta, Gold Ball, Play Ball, Super Score and Lucky Star. Games must be in A-1 condition for re-sale. State quantity and lowest price in first letter Will pay $90. for Seeburg Vogues. NOBRO NOVELTY CO., 369 ELLIS ST., SAN FRANCISCO, CALIF.

WANT – 100 Rolldown Games – Playballs, Tally Rolls, Total Rolls, Advance Rolls, etc. Will pay highest prices. Write Ted Seidel, general manager. AMUSEMENT SALES, 577 TENTH AVE., NEW YORK CITY. Tel: LOngacre 5-8879

WANT – Late 5 Ball Marble Tables. Must be priced right and be in A-1 condition. OSCAR GLICKMAN, 211 MAIN ST., BIG SPRING, TEX. Tel.: 230

WANT – We want you to know we will trade latest five ball free play releases for equipment you can't use. Prefer Mills Bells, Keeney Bonus Super Bells, phonographs, Bally Draw Bells, Victory Special, Special Entry. Sweeten your route with new five ball money makers. Authorized Mills and Keeney Distributors. Established 1905. Trade with safety at the TRADING POST, DEPT. A, SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

WANT – AMI Model A Phonos. COMMERCIAL GAMES CO., NEW BRITAIN, CONN. Tel.: 94839

WANT – Keeney Bonus Super Bells, two-way and three-way. Give best price for a quantity purchase of Victory Derbies, Jockey Clubs and Fairmounts. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASH.

WANT – Any kind of phonograph. State condition and lowest price. Large quantity needed. AUTOMATIC MUSIC SERVICE, 1200 NORTH AVE., ELIZABETH, N. J.

WANT – Wurlitzer, Seeburg 30 wire Hideaways complete; Wurlitzer 1015, 850, 950, 750E; Seeburg 146, 147, Hi-Tone, etc.; Rock-Ola 1422; used Packard Wall Boxes; Packard, Buckley 30 wire Adaptors; Mills, Jennings, Pace Free Play Mint Vendors, Post War Photomatic; Late Free Play Games; Generators 60 cycle; 25 cycle Motors; Transformers, Gears, Amplifiers, etc. THE ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CAN.

WANT – Used Records, unlimited quantities. Write to FIDELITY DISTRIBUTORS, 332 E. 188th ST., BRONX 58, N. Y.

WANT – 5 Ball Free Play Pin Tables. All machines must be A-1 in appearance and mechanically. State condition and lowest price in first letter or wire. Distributors - Send Jobbers Prices. JOE E. FLOYD, 513 TAYLOR ST., ANDERSON, S. C.

WANT – Seeburg 8800 R.C. Please quote prices. ROYAL MUSIC CO., 10 PARK ST., WEBSTER, MASS. Tel: 649-R

WANT – DuGrenier "S" Model Cigarette Machines. L & H VENDING, 4807 FOSTER AVE., BROOKLYN. N. Y.

WANT – Scales; 1946 Aireon; 46-47 Rock-Olas; Seeburgs; Wurlitzer. State condition and price in first letter. Write: BOX 139, c/o THE CASH BOX, 381 FOURTH AVE., NEW YORK 16, N. Y.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

THE CASH BOX COIN MACHINE MART

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FOR SALE

FOR SALE – All kinds of used machines in perfect condition. Write us for lowest prices. BRILLIANT MUSIC CO., 4606 CASS AVE., DETROIT 1, MICH. Tel: TEmple 1-7455

FOR SALE – Will trade brand new Universal Cabinets for 500 Wurl. model, for used or new Pin Ball machines. Send for circular on cabinets and list of games. MILLER VENDING CO., 42 FAIRBANKS ST. N.W., GRAND RAPIDS, MICH.

FOR SALE – Ten Keeney Three Way Bonus Bells, like brand new $1100. ea.; Ten Evans Bangtails 1947 Models, used ten days $450. ea. SPEER COIN MACHINE SERVICE, 418 THIRD ST., SANTA ROSA, CALIF. Tel: 3713

FOR SALE – 8 Victory Special 1 Ball Marble Tables. Good condition throughout, unconditionally guaranteed in every way. CLARENCE A. CLEERF, 1112 EAST LANCASTER, FORT WORTH 3, TEXAS.

FOR SALE – 2 –'38 Tracktimes $75. ea.; 2 Western Baseballs $60. ea.; 20 – 46-47 Vest Pockets $45. ea.; A-1 condition; 1 Rapid Fire $50., A-1 condition; 1 Air Raider $40.; Ten Strikes $45. & used pingames. Write or call. WESTCHESTER AMUSEMENT CO., 86 OAK ST., YONKERS 2, N. Y.

FOR SALE – Large Selection of reconditioned phonographs available at very low prices. Write for complete list of machines. DAVE LOWY & CO., 594 TENTH AVE., NEW YORK CITY, N. Y. Tel: BRyant 9-0817

FOR SALE – Jennings Telephone Wired Music Studio Equipment 1 Complete 15 unit rack with 15 Garrard turntables–partially reconditioned $3,150.; 1 complete 15 unit rack with 15 Garrard turntables–as is $2,950. 1/3 Dowr, balance C.O.D. THOMPSON BROS. TELE-TONE, INC., 1628 EAST ANAHEIM ST., LONG BEACH, CALIF. Tel: 722-64

FOR SALE – Four 5¢ Mills Blue Fronts with Square Bases 3/5 Payout, A-1 condition. Guaranteed $65. ea.; 14 Phonette Counter Boxes including 2 Amplifiers, lot $90. HARRY SNYDERMAN, 500 MINNESOTA ST., SAN FRANCISCO 7, CALIF. Tel.: Hemlock 1-9766

FOR SALE – Packard No. 1000, No. 800, No. 700 Speakers; Twin 12 Adapters; Pla-mor Boxes; Wurl. 950's; 500-42; Twin 12 Hideaway; No. 145 Steppers; 300 Adapters; No. 331 & 332 Boxes; 39A Speakers; 5 new 25 cycle No. 40243 Amplifier Trans; Seeburg Hideaway; 5 WS-2Z Boxes; Speak Organ; 2 F9024 Speakers; new 2" Casters & Sockets $1. per sample set 4. COLEMAN NOVELTY CO., 1025 FIFTH AVE. ,ROCKFORD, ILL. Tel: Dial 4-6512

FOR SALE – New Williams All Star; Genco Advance Roll; 3 Bally Ballyhoo; 1 Electromaton 6 ft. Roll-A-Score, like new. Also many other used games. Write. Brand new Pinch Hitters in original crates $225. KING-PIN DISTRIBUTING CO., 3004 GRAND RIVER AVE., DETROIT 1, MICH. Tel: Temple 2-5788

FOR SALE – Slightly used but just like new Keeney "Hot Tips", Gottlieb "Daily Races" Payout and Free Play (write); Keeney Big Parlays $225.; Bally Victory Derby, chrome rails $150. Also that real live game, Red Dot, One Ball Free Play, Immediate Delivery $475. 1/3 with order, balance C.O.D. THE R. F. VOGT DISTRIBUTORS, MILNER HOTEL BLDG., SALT LAKE CITY, UTAH. Tel.; 5-0461

FOR SALE – Wurl. 1015's; Seeb. 146M; Rock-Ola 1422. Write for price. ROYAL MUSIC CO., 10 PARK ST., WEBSTER, MASS. Tel: 649-R

FOR SALE – Reconditioned Pingames: Big Time; Big League; Progress; Rocket (brand new); Fox Hunt; Gobs; Snappy '41; Hi-Hat; Jungle; Drum Major; Twin Six; Opportunity (revamp). All in A-1 condition, ready for location. Make best offer for any or all. H. M. BRANSON DISTRIBUTING CO., 516 SO. 2nd ST., LOUISVILLE 2, KY. Tel: Wabash 1501

FOR SALE – 3 Jennings Lite Up Slots, 5¢ $165., 10¢ $170., 25¢ $175., lot of 3 machines $500. These 3 machines are like new. 3 – 5¢ Mills Black Cherry Bells $165. ea.; 1 – 10¢ Mills Black Cherry $170.; 1 Evans Winterbook Bangtails (new) write. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE 10, IND.

FOR SALE – AMI Telephone Hostess Music – Units of ten or more. Like new, reconditioned. Wire, phone or write for real low price. RUNYON SALES CO., 123 W. RUNYON ST., NEWARK, N. J. Tel: Bigelow 3-8777

FOR SALE – Genco Advance Roll $175.; Spellbound $69.50; Fiesta $99.50; Mexico $185.; Victory Special $275.; Step Up $79.50; Rio $99.50; Special Entry $475.; Kilroy $125.; Havana $139.50; Show Girl $99.50; Baffle Card $87.50; Superliner $79.50. ROCK CITY AMUSEMENT CO., 125 SIXTH AVE. N., NASHVILLE, TENN.

FOR SALE – 50 Buckley Chrome Boxes, 20 and 24 record $15. ea.; 50 old style Buckley Boxes $5. ea.; 6 Seeburg 30 wire Boxes $7.50 ea. SOUTHERN MUSIC DISTRIBUTING CO., 503 W. CENTRAL AVE., ORLANDO, FLA.

FOR SALE – 12 Pinball Games, in excellent condition. Reasonable. Also 10,000 used records. X-CEL NOVELTY CO., 5240 N. 11th ST., PHILA., PA. Tel: MI. 4-2624

FOR SALE – Write for special close out prices on new Ranger, Carousel, Marjorie. Also special prices on new Jockey Club Specials, Chicago Coin Gold Ball. K. C. NOVELTY CO., 419 MARKET ST., PHILA. 6, PA. Tel.: Market 7-4641

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

FOR SALE

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FOR SALE – The most complete stock of Arcade Equipment, Cards and Supplies in the United States. Write for list. MIKE MUNVES, 510 W. 34th ST., NEW YORK CITY.

FOR SALE – 25 Model 80 Kirk Astrology Scales $169.50 ea. THE VENDING MACHINE CO., 205-215 FRANKLIN ST., FAYETTEVILLE, N. C. Tel: 3171.

FOR SALE – Phone, Wire or Write us for all new & used pinball & latest coin operated machines. Orders shipped same day received. Lowest prices always. SOUTHERN AMUSEMENT CO., 628 MADISON MEMPHIS, TENN.

FOR SALE – Free Plays: Amber $97.50; Ballyhoo $189.50; Big League $59.50; Carousel $149.50; Crossfire $149.50; Fast Ball $89.50; Fiesta $114.50; Kilroy $139.50; Midget Racer $64.50; Mystery $149.50; Sea Breeze $89.50; Smoky $129.50; State Fair $119.50; Vanities $149.50. SILENT SALES SYSTEM, 635 D ST. N.W., WASHINGTON 4, D.C. Tel.: District 0500

FOR SALE – Keeney Three Way Bonus Super Bells, like new $850.; Victory Specials, perfect condition $249.50. Terms: 1/3 deposit with order, balance C.O.D. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIF.

FOR SALE – Special! 75 Daval's Free Play, used two weeks, lots of 25-$25. ea. NORTH MAIN AMUSEMENT CO., 2601 NO. MAIN, HOUSTON 9, TEXAS

FOR SALE – Wurlitzer Model 600 phonographs in A-1 shape $115. ea.; complete Musical Telephone Music System, includes Studio amplifiers and wall boxes. We bought these cheap and will turn them over for a cash offer, if interested. HIRSH COIN MACHINE CORP., 1309 NEW JERSEY AVE., WASHINGTON, D. C.

FOR SALE – 6 #1015 Wurlitzers. Good condition. Best Cash Offer. NEWSIC CO., 353 KEMPTON ST., NEW BEDFORD, MASS. Tel.: 22649

FOR SALE – Factory rebuilt Keeney 1938 Tracktime Consoles with all latest improvements. Cabinets refinished like new. $100. 1/3 dep. bal. C.O.D. Also 1 brand new Bally Big League in original carton $205.; 1 slightly used Surf Queen $150.; 2 used Flat Tops $125. ea. W. E. KEENEY MFG. CO., 7729 CONSTANCE AVE., CHICAGO, ILL.

FOR SALE – Total Roll $225.; Tally Roll & Super Triangle $150. ea.; Sportsman Roll $195.; Rapid Fire $35.; Goalee $145. PINS: Laura $35.; Spellbound $95.; Superliner $85. WANT – Used Advance Rolls and used Basketball Champs. MOHAWK SKILL GAMES CO., 86 SNOWDEN AVE., SCHENECTADY 4, N. Y.

FOR SALE – This Week's Special – Ace Bomber (Mutoscope) $149.50; Victory Derby, new $250.; Victory Special, new $225.; Double Barrel, like new $50.; Superliner, Superscore, Fast Ball, Stage Door Canteen, Rio, Baffle Card & many others from $75. Slots, Music & all of the latest games always in stock. HANNA DISTRIBUTING CO., 169 CAMPBELL AVE., UTICA 4, N.Y. Tel: 6-1986

FOR SALE – Any pre-war game or conversion $19.50 ea.; Big Hit, Canteen, Surf Queen $39.50. LEHIGH SPECIALTY CO., 1407 W. MONTGOMERY AVE., PHLIA. 21, PA. Tel.: Pop. 3299

FOR SALE – Pilot Trainer, used only four months. Cannot be told from new. I am closing my arcade. $500. f.o.b. Los Angeles. Add $25. for crating. Send or wire 10% deposit. WM. NATHANSON, 2738-1/2 CINCINNATI ST., LOS ANGELES 53, CALIF.

FOR SALE – Checked, perfect. 2 Arizona $35. ea.; 2 Keep 'Em Flying $35. ea.; 1 Knockout $25.; 3 Surf Queens $45. ea.; 3 Big Leagues $45. ea.; 3 Superliners $70. ea.; 3 Smarties $70. ea.; 3 Spellbound $70. ea.; 2 Flat Tops $35. ea. 1/3 Certified Deposit. DUFF'S RECORD SHOP, 24 E. PICCADILLY ST., WINCHESTER, VA. Tel: 3267

FOR SALE – Now making delivery of KILROY, Chicago Coin Machine Co.'s new sensational 5 Ball Game; Chicago Coin Machine Co. New Basketball Champ, a real Hit. Our new and latest release will be STRIKES & SPARES. Delivery soon. BAUM DIST. CO., 2332 LOCUST ST., ST. LOUIS 3, MO.

FOR SALE – 8 Seeburg Chicken Sam Conversions, no bases; 4 Bally Rapid Fires. Best offer takes. CHEMICAL CITY MUSIC CO., 186 SUMMERS ST., CHARLESTON 1, W. VA.

FOR SALE – Personal Music and Solotone Boxes. Also Studio and location amplifiers. Wire, phone or write for real low price. RUNYON SALES CO., 123 W. RUNYON ST., NEWARK 8, N. J. Tel: Bigelow 3-8777

FOR SALE – DuGrenier, Rowe, National and Uneedapak cigarette and candy machines, all models, under market prices. All in good working condition, ready for location. Also all other coin equipment. Uneedapak parts. Want – Will buy anything. Send us your list. MACK H. POSTEL, 6750 NORTH ASHLAND AVE., CHICAGO 26, ILL.

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THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

FOR SALE

FOR SALE – Our latest list: Victory Specials $225.; Exhibit Cross Fires $139.50; Keeney Carousels $127.50; Gottlieb Baffle Cards $125.; United Havanas $142.50; United Rios $132.50; 1946 ABT Challengers, used very little $20.; Chicago Coin Play Boys $157.50; United Sea Breezes $67.50; Stage Door Canteens $35.; Lotta Funs $25.; 1 floor sample Eureka (write); brand new Hawaiis in the original crates (write) only 4 left; Chicago Coin Spellbounds $65. NEW ORLEANS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS, LA. Tel.: CAnal 5306

FOR SALE – You are overlooking a great machine, Minitpop. We take trades any type equipment to start you. P. K. SALES CO., 507-09 WHEELING AVE., CAMBRIDGE, OHIO

FOR SALE – Mills greatest proven money makers – original Black Cherry Bells, Golden Falls, Vest Pocket Bells, all like new. Lowest prices, quality considered. Mills Three Bells, repainted original factory colors $275.; late head Mills Four Bells $200. Save with safety. Trade and buy with authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 – 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE – Victory Derbys, like new $150. ea.; Keeney Three Way 5-10-25 Super Bonus Bell $900.; 5¢-5¢ Lucky Lucres one coil type $50. ea.; 5-25 Lucky Lucres $60. ea. 1/3 deposit required HY-G MUSIC CO., 1415 WASHINGTON AVE. SO., MINNEAPOLIS 4, MINN. Tel: At. 8587

FOR SALE – Big Hit $125.; Superliner $125.; 5-10-20 $45.; Miss America $175.; Step Up $145.; Midget Racer $125.; Frisco $99.50; Four Aces $45.; Bombardier $45.; Argentine $35.; '41 Major $35.; Laura $65.; Knockout $50.; Hi-Hat $35.; Spot Pool $35.; Wild Fire $25.; Defense $25.; Silver Spray $25.; Band Wagon $25.; Pimlico $120.; '41 Derby $95. CENTRAL COIN MACHINE CO., 482-88 CENTRAL AVE., ROCHESTER 5, N.Y. Tel: Main 5973

FOR SALE – Wurlitzer Model 320, 125, 220 and 100 Wall Boxes $5. ea.; Rock-Ola Wall Boxes $5. New Deals Free Play Machines $15. REDD DISTRIBUTING CO., INC., 130 LINCOLN ST., ALLSTON, BOSTON 34, MASS. Tel: STadium 3320

FOR SALE – 1 Midget Movies, practically new, used less than one week, including 2 reels of films of 4 subjects each. Only $225. Cost new including film $400. MELODY MUSIC CO., 113 N. E. 9th ST., MIAMI 36, FLA. Tel.: 9-1301

FOR SALE – Will trade: 1015's for Seeb. 8800RC or 8200RC. Will also trade for late games. ROYAL MUSIC CO., 10 PARK ST., WEBSTER, MASS. Tel: 649-R

FOR SALE – Seeburg Telephone Hostess Music System. 15 Units complete with electrical selector mechanisms. Slightly used, and consisting of 8 Seeb. Maestro E.S. Double Line, 7 Seeb. Maestro E.S. Single Line, 1 Rock-Ola Spectro Vox with Seeburg single line amplifier, 1 double-line 10 turntable board, 1 single line 10 turntable board, 4 record racks–3,000 capacity. Will take best offer. MITCHELL NOVELTY CO., 1629 W. MITCHELL ST., MILWAUKEE 4, WIS. Tel: Mitchell 3254

FOR SALE – We have them in stock. Contact us for your Hirsh Red Balls for state of Florida. Best money maker out today. Trouble free. Immediate delivery. Make us cash offer on any new or used pin tables you need. MURRELL AMUSEMENT CO., 1058 S. FLORIDA AVE., LAKELAND, FLA.

FOR SALE – 1 Strength Tester with Base $15.; 1 Exhibit Bulls Eye $30.; Keeney's Air Raider $40.; Zoom $7.50; A.B.T. Jungle Hunt $15.; A.B.T. Target Skill $15.; 2 Enterprise Whirl-A-Ball $27.50; 30 A.B.T. Challenger, like new $27.50. CLOER AMUSEMENT CO., 121 E. HOUSTON ST., SHERMAN, TEX.

FOR SALE – Rock-Ola Commando $150.; Watling 25¢ Rol-A-Top $65.; 9 column National Cig Machine $20.; Mills Four Bells $175.; Mills Futurity $49.; Mills Thrones $200.; Foot Ease $45.; Model 9800 $200.; Glitter Gold Mills 5¢ chrome $60. BELMONT VENDING CO., 703 MAIN ST., BRIDGEPORT, OHIO Tel: 750

FOR SALE – Available immediately – three complete Automatic Hostess units including switchboards, tables and location machines. Can be used for ten, twenty or thrity station studio. Exteremely low price. FAIRMORE MUSIC CORP., 135 S. 5th ST., READING, PA.

PARTS AND SUPPLIES

FOR SALE – We are now closing out our stock of Black Cherry and Golden Falls Case and Casting Assemblies for $30. ea. Assembly includes Castings, Wood Case, Club Handle, Drill Proofing, Award Cards, Jack Pot Glass, etc. WOLFE MUSIC CO., 1201 W. MAIN ST., OTTAWA, ILL. Tel: 1302

FOR SALE – Wholesale Radios-Parts, etc.; Pilot lites Special! No. 47 $40. per 1000; No. 51 or 55 – 10 for 48¢, 100 for $4.40, 300 $.042 ea.; Nos. 40, 46, 44, 47 – 10 for 58¢, 100 for $5.30, 300 $.05 ea.; Tube cartons for GT tubes (1-3/4" x 1-3/4" x 3-1/2") Bundles of Fifty 50¢; Radio Tubes: 1LC6-98¢ ea. (6SK7GT 35¢ ea. Center pins broken but tubes good). BELMONT RADIO SUPPLY, 1921 BELMONT AVE., CHICAGO 13, ILL.

FOR SALE – Note! Sea-Coin Escalator Conversion $7.85 per unit. Will do away with Mills Escalator troubles on all denominations. Works on nickels, dimes, quarters. No jamming or shingling with this device. A few minutes to convert. Buy Now! Sold on ten day money back guarantee. SEATTLE COIN MACHINE CO., 3225-27 WESTERN AVE., SEATTLE 99, WASH.

THE CASH BOX COIN MACHINE MART

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FOR SALE – Parts and supplies for all types coin operated machines. Send for Free illustrated wall chart. Lists over 1200 different items from A to Z. If you operate coin machines you should be on our mailing list. Coin Chutes, clocks, fuses, glass locks, rubber rings, wrappers, etc. Largest parts suppliers in the U.S.A. BLOCK MARBLE CO., 1425 N. BROAD ST., PHILA. 22, PENNA.

FOR SALE – G.E. Mazda Lumilines, 24 to carton 85¢ ea. gov't. tax included; Big Lamps 7½ to 75 Watt; Approved Plug Fuses 3 & 6 amp. (100 to pack 5½¢ ea.; Glass Fuses (Auto Type) (little Fuse or Buss) (100 to pack) 1-2-3 amp. 3¢ ea.; ½ amp. 4¢ ea.; Rubber double action male plugs 7½¢ ea.; G.E. Mazda small bulbs No. 51, 55, 63, 44, 43, 47 – 5¢ ea.; No. 50 – 5½¢ ea. gov't tax included. These bulbs are boxed & not gov't surplus. G.E. Mazda 1489 Gun Bulbs 45¢ ea. Tops All. ARCADE BULB CO., 56 W. 25th ST., N.Y. 10, N.Y. Tel: Watkins 9-7490

FOR SALE – Money Wrappers, Tubular Coin Wrappers, 1¢, 5¢, 10¢, 25¢. Steel Strong means no splitting of seams, is self opening, the only perfect wrapper. 70¢ per 1,000 9 boxes 5¢ wrappers to a case $6.30; 1¢ and 10¢ wrappers come packed 10 boxes to a case. Send for samples. Also quantity prices. Terms: 1/3 deposit, balance C.O.D. ST. LOUIS NOVELTY CO., 2718 GRAVOIS AVE., ST. LOUIS 18, MO.

FOR SALE – Closeout. Limited quantity only. New Universal Amplifiers models A and B. Model A for all model phonographs including Seeburg Hi-Tone, formerly $69.50, now $37.50. Model B for all phonographs with exception of Seeburg Hi-Tone, formerly $59.50, now $27.50. Save with Safety. Established 1905. Buy from SILENT SALES CO., SILENT SALES BLDG., 200 – 11th AVE., MINNEAPOLIS 15, MINN.

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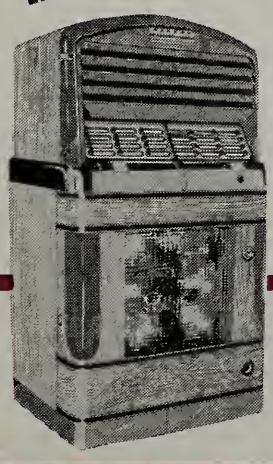

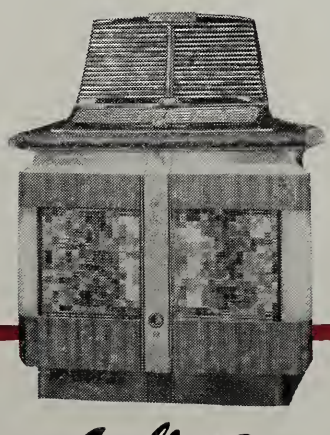

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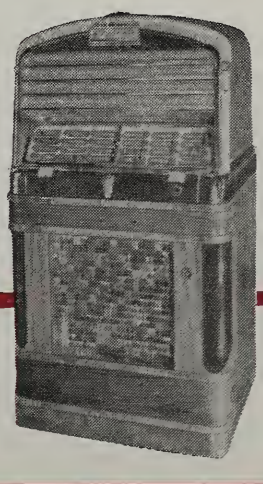

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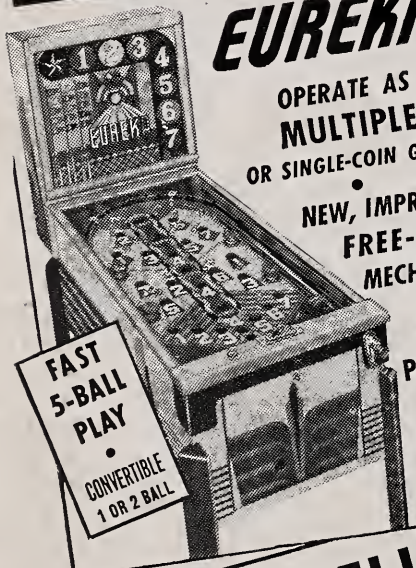

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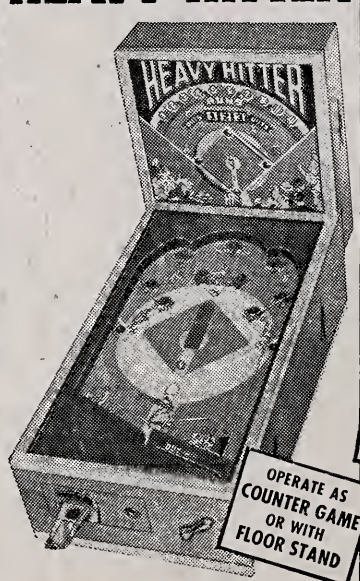

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